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MARIGOLD GIGANTEA
"SUNSET GIANTS"

EXCEPTIONAL FOR CUTFLOWERS AND BEDDING
(See Inside Front Cover for Description and Prices)

American Bulb Company

1235 WEST RANDOLPH STREET, CHICAGO • 31 WEST 27th STREET, NEW YORK

IMPORTERS AND GROWERS
SEEDS, BULBS AND PLANTS

American and European Novelties

WHOLESALE PRICE LISTS FOR FLORISTS, SEEDSMEN AND NURSERYMEN

SPRING EDITION 1938



THE "BETTER" MARIGOLDS ARE IN GREAT DEMAND TODAY



Marigold Improved "Harmony"
(Beautiful as Cutflowers and Exceptional for Bedding)

"Improved Harmony" is in a class with Gold Medal winners. While it is listed as a Dwarf French Double variety, it is of a very charming and distinct type. The flowers are quite different from any other Marigold, Scabiosa-like in formation with tubular deep orange center petals flanked by broad velvety dark maroon-brown guard petals. The plants are dwarf,

Tr. Pkt...25c 1/4 oz...35c 1 oz...\$1.00 1/4 lb...\$3.00 Lb...\$10.00

TWO VALUABLE MARIGOLDS

The "better" Marigolds are in great vogue today. Following are two of the leaders. Highly desirable as cutflowers and very worth-while for garden show.

Bodger's Marigold Gigantea Improved "Sunset Giants"

(See Colored Illustration on Front Cover)

A prominent horticulturist has said that a flower to be desirable must have one or more of three outstanding characteristics: it must be very showy, or fragrant, or of exceptional size. Marigold Sunset Giants has the happy combination of all three of these characteristics. But most remarkable, instead of the usual Marigold odor these flowers have a definitely sweet fragrance. The flowers are loosely formed, very full centered, with broad, heavy petals gracefully overlapping to make a flower of great depth and even larger than Dahlia Flowered Zinnias. Sunset Giants is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double. We are confident that Sunset Giants will take its place in the front rank of the group of half-hardy annuals suitable for garden or cutflower use in any part of the country, and will be a first-class money maker for florists.

Tr. Pkt.....35c 1/4 oz....75c 1 oz....\$2.50 1/4 lb....\$8.00

Marigold Dwarf, French Double Improved "Harmony"

(See Illustration Opposite)

about a foot high, compact, exceedingly free blooming, and extremely early. We have had reports of its being in full flower in western New York on July 1st, which is very early for Marigolds. It comes 100% true to type, color and habit. Equally as desirable for cutting as well as pot plants, window boxes and bedding.

NIEREMBERGIA HIPPOMANICA—DWARF CUP FLOWER

(Bodger's Introducer's Description)

Of all the hundreds of new flower introductions which have come under our observation during the course of the past few years, none has caused so much comment from visitors to our farms as this little Dwarf Cup Flower, Nierembergia Hippomanica. With the possible exception of Zinnia Linearis, it will outbloom any flower we have growing. It starts flowering when the plants are only about two inches tall, that is about 15 weeks after the seed is sown, and keeps on right up until the heavy frosts of late fall. It is at all times neat and tidy looking, the young flowers coming and covering the older flowers and seed pods. The lovely lavender blue shade, heightened by a touch of yellow in the center, is most charming. Plants are definitely dwarf, compact—streamlined, if you will—and not over 5 or 6 inches tall, and with a spread of only 8 to 10 inches. Foliage is light gray green, very inconspicuous, and there are literally dozens of flowers in bloom at a time throughout the summer. As an edging plant, for the border along a walk, or to outline beds of larger flowers, it has no equal, while for use in the rockery it is unexcelled and is extremely lovely in a window box or in flower pots. It is a half hardy perennial which will winter over if given some protection. In the southern warmer sections, no protection will be necessary. The plants should be cut back at the end of the season and will send out fresh growth in the spring.



Nierembergia Hippomanica (Dwarf Cup Flower)

A bed of the above, bordered with Dwarf Sweet Alyssum, on our trial grounds the past season was indeed a beautiful sight throughout the summer season.

Tr. Pkt.....50c 1/16 oz.....\$3.50 1/8 oz.....\$6.50

CHICAGO

AMERICAN BULB CO.

NEW YORK

AMERICAN BULB COMPANY

CHICAGO
1335 W. Randolph St.
Telephone:
HAYMARKET 6774

Importers
and
Growers

NEW YORK
31 West 27th St.
Telephone:
BOGARDUS 4-7257

WHOLESALE PRICE LIST

Spring Edition 1938

Forever Loyal to Quality

COMPLETE DETAILED INDEX TO CONTENTS
OF THIS CATALOG ON PAGE 2

TERMS OF BUSINESS

Routing: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Disclaimer: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Discounts: On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted: **5 per cent cash discount is allowed on all orders of Flower and Vegetable Seeds only;** 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net as are also bills for goods supplied under special quotations unless otherwise agreed upon.

Parcel Post: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

Prices: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY
ADVANTAGEOUS

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We issue Individual Catalogues pertaining to:

Chrysanthemums

"The Better New Kinds", and all desirable Standards (Strong Rooted Cuttings).

Carnation R. C.

Every "Up-to-Date" Variety. Above Lists ready now.

Hardy Plants

Delphinium, Gypsophila, Peonies and All Desirable Cut Flower Perennials. Ready February 15th.

Florists' and Nurserymen's Supplies and Accessories

Ready February 15th.

(All of the Above Mailed Free on Request)

Loyalty to Quality is not just an A. B. C. Slogan. It is a Solemn Pledge given at the inception of this business by the founders of the American Bulb Company to the Florist Nurseryman and Seedsman.

THE BETTER GRADE OF BULBS, SEEDS AND PLANTS

Our extensive resources enable us to say with all sincerity: "We can and will supply you to advantage." Our prices will be found to be consistent with market values, quality considered, and we qualify "service that will please." We believe you will find it worth while to depend on A. B. C. for your bulb, seed and plant needs.

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Ben Miller, Vice-Pres.



J. J. Karins, Vice-Pres.

A. L. Koehler, Sec.-Treas.



Greenhouse Chrysanthemums in the "Better Varieties"
Strong R. C.

SPECIAL NOTE: Please Mail Orders From This List to
AMERICAN BULB COMPANY, 1335 West Randolph St., Chicago Ill.
Chicago Cable Address: "Bulbs." (A. B. C. and Bentley Codes)

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"Old Fashioned" Bouquet
(Composed of "Cupid" Zinnias)

SPECIAL USES FOR FLOWERS

For Cut Flowers

Acroclinium	Gypsophila
Agrostemma	Helichrysum
Anchusa	Larkspur
Antirrhinum	Marigold
Arctotis	Mignonette
Aster	Nasturtium (Gleam)
Brachycome	Nigella
Cacalia	Pentstemon
Calendula	Petunia
Calliopsis	Phlox
Candytuft	Poppy Nudicaule
Carnation	Pyrethrum Roseum
Centaurea	Rudbeckia
Chrysanthemum	Salpiglossis
Clarkia	Scabiosa
Coreopsis	Schizanthus
Dianthus	Stocks
Didiscus	Sweet Peas
Gaillardia	Verbena
Gerbera	Zinnia
Gomphrena	

Annuals That Do Well in a Slightly Moist Soil

Amaranthus	Marvel of Peru
Calendula	Mignonette
Larkspur	Nigella
Linum	Ricinus
Marigold	

Annuals Which Withstand Drought

Abronia	Euphorbia
Ageratum	Gaillardia
Alyssum	Helianthus
Arctotis	Hollyhock
Bartonia	Humulus
Brachycome	Marigold
Browallia	Marvel of Peru
Calliopsis	Mesembryanthemum
Candytuft	Petunia
Centaurea	Portulaca
Chorizanthe	Scabiosa
Coreopsis	Statice
Cosmos	Tithonia
Cynoglossum	Verbena
Dianthus	Vinca
Dimorphotheca	Zinnia

Plants for Hanging Baskets, Etc.

Abronia	Lantana
Ageratum	Lobelia
Asparagus sprengeri	Nasturtium (Gleam)
Begonia	Petunia
Coleus	Portulaca
Geranium	Thunbergia
Ipomea	Verbena

Flowers for Winter Bouquets (Dried Flowers)

Acroclinium	Lunaria
Catananche	Physalis
Celosia Cristata	Rhodanthe
Gomphrena	Statice
Gypsophila paniculata	Xeranthemum
Helichrysum	

Dwarf Edging Plants

Ageratum	Myosotis
Alyssum	Nasturtium (Dwarf)
Arabis	Nemesia
Armeria	Nemophila
Aubrietia	Pansy
Bellis	Portulaca
Campanula carpatia	Pyrethrum aureum
Gazania	Verbena compacta
Lobelia	Viola
Marigold (French)	Virginia Stock
Marigold (Signata Pumila)	Zinnia Tom Thumb

Rapid Growing Annual Vines

Balloon Vine	Gourds
Balsam Apple and Pear	Ipomea
Canary Bird Vine	Morning Glory
Cardinal Climber	Nasturtium (Tall)
Cobea	Scarlet Runner Beans
Cypress Vine	Sweet Peas
Dolichos	Wild Cucumber

SPECIAL USES FOR FLOWERS (Continued)

Annuals for Fragrance

Alyssum	Nicotiana
Candytuft	Petunia
Carnation	Scabiosa
Centaurea imperialis	Stocks
Heliotrope	Sweet Peas
Matthiola	Sweet William
Mignonette	Valeriana
Nasturtium (Gleam)	Wallflower

Annuals for Poor Soil

Alyssum	Kochia
Antirrhinum	Mesembryanthemum
Carthamus	Nasturtium
Celosia	Portulaca
Chorizanthe	Statice
Clarkia	Ursinia
Cosmos	Venidium
Euphorbia	Verbena
Godetia	

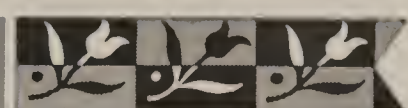
Annuals Which Prefer a Lime Soil

Amaranthus	Momordica
Dianthus	Stocks
Hunnemannia	Wallflower
Mignonette	

For Semi Shade

Anchusa italica	Godetia
Aquilegia	Linaria
Bellis perennis	Lupin
Campanula	Myosotis
Centaurea	Pansy
Clarkia	Platycodon
Coleus	Sweet William
Geum	

"PICARDY" REMAINS "TOPS" IN CUT FLOWER GLADIOLUS



A. B. C. "Supreme" Quality FLORISTS' FLOWER SEEDS

Fifty Years of Flower Seed Knowledge is at Your Service, added to which is a sincere desire to supply the trade with "that quality" which is necessary for the welfare of both the buyer and ourselves, our Flower Seed Business, consisting of supplying Florists and Nurserymen exclu-

sively, makes it imperative that we search out Specialist Seed Producers of the World for the Best Strains obtainable, and our success in doing this is, we are glad to say, attested by the fact that we enjoy the confidence of thousands of satisfied customers.

May we have the pleasure of serving you?

AMERICAN BULB COMPANY, INC.
CHICAGO AND NEW YORK

HOW TO IMPROVE GERMINATION OF FINE SEEDS ESPECIALLY DURING HOT WEATHER SEASON

Mix "Sorbex". (The Finest Peat Organic) with soil in seed flats and pots.
Soil for Seed Flats. A perfect mixture for the tender germinated seedlings is one part "Sorbex" to two parts screened garden loam—by volume. Prepare this mixture several days in advance of sowing seeds to allow the "Sorbex" time to absorb some moisture. If time is a factor, moisten the "Sorbex" somewhat before mixing with the soil.

"SORBEX." Per 10-bushel bag.....\$2.90
(Follow this by applying "Formaldehyde" or "Ansul Dust")

What Causes Damping-Off? Few growers realize that such diseases as "Damping-Off" and rots of seedlings are caused by living germs. Disease producing germs live normally in the soil and on seeds. The only successful way of preventing these diseases is to sterilize the soil and disinfect the seed.

(Excerpt from Florists' Review, issue of January 24, 1935)

Formaldehyde for Damping-Off. Dr. C. E. F. Guterman of the department

of plant pathology (Cornell University) told of recent developments in the control of damping-off of seedlings. The use of formaldehyde for treating soils for seed planting was recommended where it is not possible to use steam as a means of sterilization. It was shown that two scant teaspoons of commercial (forty per cent) formaldehyde mixed with about ten teaspoons of water make sufficient solution to treat one average-size flat of soil. The soil is spread out on the bench and sprinkled with the formaldehyde solution. It is then thoroughly mixed and placed in the flat. After the soil has stood twenty-four hours, the seeds may be planted. One pint of formaldehyde is ample to treat fifty flats of soil.

LIQUID FORMALDEHYDE. Qt....95c Gal....\$2.95 60-lb. kegs...\$9.90
ANSUL DUST. Also a popular remedy for Damping-Off control:

1-lb. cans.....75c (plus postage)
5-lb. cans.....\$2.00 (plus postage)
25-lb. drums.....\$5.50 (shipped express)

SPECIAL NOTE

For cash with order we allow special 5% discount on all orders for flower and vegetable seeds. This discount, however, does not apply to other merchandise listed in this book.

(See page 2 for general discounts.)

A. B. C. "Private Stock" Petunias at Lake Shore County Club, Glencoe, Ill.

The scene opposite depicts a bed of fifteen hundred (1500) Petunias "A. B. C. Private Stock Mixed" (Eriksson's strain) planted from 3-inch pots on grounds of Lake Shore Country Club, Glencoe, Ill., 1937. This bed was truly "A sight to behold" all summer long. Note even growth of plants, approximately 12 inches high. This dwarf superbissima strain is in a class by itself. (See center of this book for colored illustration and price of seed.)



INFERIOR SEEDS ARE A WASTE OF THE GROWER'S MONEY



New Aster Curled and Interlaced
"Blue and White"

ASTER CURLED AND INTERLACED "Blue and White"

The color is a deep blue, with a white stripe showing on the outer edges of each of the inner petals. The outer petals keeping to a solid deep blue. This variety is the Curled and Interlaced type of the Giants of California group. It throws large flowers five to six inches across and with its long strong stems is ideal for florist work. Tr. Pkt.....50c 1/4 oz.....\$1.25

NEW ASTER WILT-RESISTANT GIANT COMET "Illusion" (Bodger)

(Recommended by "All America Council")

Still another new color in a wilt-resistant Aster, **Illusion**, is a soft, pastel shade of apricot pink, especially fine for cutting and most effective when used in combination with some blue flower, such as the Chinese Forget-Me-Not. The plants are upright, about two feet tall and very free blooming. Since the individual stems are short, it is customary to cut the whole plant as a unit when using the flowers for bouquets. The strain is wilt-resistant and will flower during mid-August. Tr. Pkt.....50c 1/4 oz.....75c

NEW ASTER WILT-RESISTANT IMPROVED CREGO TYPE "Enchantress"

(Recommended by "All America Council")

An entirely new color in Asters. A luscious shade of lively salmon-rose.

Tr. Pkt.....50c 1/4 oz.....75c

NEW BEGONIA (Semperflorens Type) "Scandinavia"

(Eriksson's Description)

A new, large flowering pot plant Begonia, originated in Sweden and introduced by Ernst E. Eriksson, Riverside, Ill. The habit of this Begonia is very outstanding. The easiest and fastest growing Semperflorens Begonia I have ever seen. You will be surprised to see how soon you have to space them and what a wonderful branching, free flowering and lasting habit it has. The colors are about 70% Pinks, 20% Reds and 10% in-between, outstanding colors, all very clear. They have dark green foliage, are absolutely self cleaning and the shedded flowers do not spot or rot the foliage. Think of it! They can be used for any purpose, as a house, combination or bedding plant. For florists large or small, a real money maker. Sow seeds in October and November for Mother's Day purpose and in January for Memorial Day and any time in Summer and early Fall for Winter blooming. Every pot plant grower in this country and Canada should try this Begonia. Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

SCHIZANTHUS "MOTHER'S FAVORITE" IS HIGHLY RECOMMENDED FOR POT PLANTS

RECENT NOVELTIES AND SPECIALTIES NEW AGERATUM FAIRY PINK

Ageratum Fairy Pink is a dwarf compact Ageratum of a delightful soft salmon rose pink color. It begins blooming when not more than 1 1/2 to 2 inches high and continues to grow until it has formed a solid compact mass of blooms. Its maximum height when it is in full bloom is not greater than five inches.

Tr. Pkt.....35c 1/4 oz.....\$2.50

AMARYLLIS "Diener's Mammoth Hybrids"

Growers should find much of interest in Amaryllis culture from seed and we believe a most favorable surprise from the above named strain is in store for the producer when flowering period arrives. (Seed supplied in Diener's original packets.) Price: 20 seeds....50c 100 seeds....\$1.50 1,000 seeds....\$10.00

AQUILEGIAS (Perennials)

The New English Aquilegias Offered Below
Provide Desirable Cut Flowers

NEW AQUILEGIAS OF THE HIGHEST MERIT

Pearson's English Strains (True Long Spurred)

Pink Shades. Contains only shades of rich coral pink; very true.

Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

Blue Shades. Exceptional.

Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

Lowdham Mixture. Tr. Pkt.....35c Oz.....\$2.50

Crimson Star. Richest crimson with white petals. Tr. Pkt.....75c

BEGONIA MUTIFLORA FL. PL. "Coppery Gold" (Benary)

The leaves, like those of Helen Harms, are small, narrow and longish; the rounded flowers are somewhat larger and better filled. Many flowers are like tiny roses, which are nominally very effective when opening. The combination of colors is wonderful: the foundation of old gold or golden yellow merges into copper red or coppery salmon and is usually tinged with carmine. The seedlings produce about 80% doubles; they bloom profusely and uninterruptedly from July onwards until the frost comes. Tr. Pkt.....\$1.00

BEGONIA MULTIFLORA FL. PL. "Mrs. Helen Harms"

"Mrs. Helen Harms", the richly-flowering, sunproof, yellow bedding plant, takes a prominent place amongst the double multiflora Begonias.

In the past it has only been possible to propagate this delightful Begonia by means of cuttings, and consequently the tubers were very expensive. It was, therefore, the aim of every Begonia grower to produce this valuable variety from seed.

Today we are in position to offer seeds from "**Helen Harms**" which produce 90% to 95% double-flowering plants. The flowers, about 1 1/2 inches in diameter, are the same deep canary yellow as those grown from cuttings; the foliage has likewise remained small, narrow and oblong. Tr. Pkt.....\$1.00



New Begonia Multiflora Fl. Pl.
"Mrs. Helen Harms"

Recent Novelties and Specialties

NEW BEGONIA Semperflorens Heterosis "Snow"

This new, snow white, profusely flowering hybrid is outstanding on account of its resistance to heat, drought and excessive moisture. The plants bloom well during unfavorable weather and retain their fresh, pure white appearance. These pure white medium sized flowers show up well against the rosy stems and light green leaves. The bushy plants grow about 10 inches high. At the official Begonia trials (Germany), this new hybrid proved to be the best white Begonia. Tr. Pkt.....\$1.00

CHRYSANTHEMUM, "Golden Crest"

(Hardy Annual, 3 to 4 Feet)

Golden Crest is as great a step forward in Chrysanthemums as was Radio in Calendulas and Jubilee Gem in Cornflowers.

Golden Crest has the robust constitution of the Coronarium varieties, making vigorous and strong, well-branched plants 3 to 4 feet in height. The flowers are produced so freely that one plant will carry as many as 50 to 60 blooms. The foliage is of an attractive silvery green, contrasting admirably with the bright butter-yellow flowers. The most outstanding feature of this Novelty is, however, the formation of the flower. The petals are quilled and, as will be seen by the illustration on this page, this quilling has a beautifying effect, which raises **Golden Crest** far above the level of other Chrysanthemums. In contrast to other Coronarium Chrysanthemums, this really outstanding novelty produces 100% of double flowers. Tr. Pkt.....50c



Chrysanthemum "Golden Crest"

CALENDULA (Crested) "Orange Fantasy"

(Award of Merit by "All America" Council)

Orange Fantasy Calendula is unique—a form never before seen in this favorite flower. Outer petals are long, the inner petals short, curled and interlaced to form a heavy crest which surrounds a large, mahogany-bronze center. Flowers grow 3¾ inches across and are of a deep but pleasing bronzy or coppery orange with petals edged deep mahogany-red. 15 inches tall. Tr. Pkt.....25c

CHRYSANTHEMUM, Segetum "Zebra"

Annual Chrysanthemums are some of the most profitable annuals, being also modest in their requirements and easy to grow. They bloom continuously.

Chrysanthemum Segetum "Zebra" is the first definite two-colored variety in the Chrysanthemum segetum class. The tips of the petals of these medium-sized blooms, 2 inches across, are mahogany red, encircling brilliant yellow. A gay combination of colors, peculiarly attractive. The color contrast is considerably increased by means of a dark disc. **Chrysanthemum Segetum "Zebra"** is particularly suitable for borders and edgings on account of its dwarf and spreading growth and it is valuable as a lasting flower for cutting purposes. Tr. Pkt.....50c

COSMOS Extra Early Colossal Flowered

"Sensation Crimson"

Colossal flowered **Crimson**, a color hitherto not found in the Sensation group.

An identical replica of Pink and White, as regards habit and size of flower; **Crimson** has the same deep color as that found in the smaller flowered Mammoth single crimson.

Rounding out the color class of the Sensation group, **Crimson** is the shade greatly needed in this very popular Florist cut flower. Tr. Pkt.....\$1.00

See alphabetically arranged page in this book for listing of Cosmos "Sensation" Pink, White and Mixed.



New Calceolaria "Flower Cloud"

CALCEOLARIA HYBRIDA "Flower Cloud"

indicates its descent from the rugosa type by its extraordinary mass of bloom. Over a hundred "Lady's Slippers" about 1 in. large, on the center stem form large dense bouquets which, joined later by several hundred blossoms on the numerous side shoots, form giant umbels, aptly described as "Clouds." It starts flowering somewhat later than the multiflora nana and earlier than the rugosa Calceolarias and lasts for weeks in undiminished glory. The striking, brilliant light yellow show plants, on an average 12 ins. high, must appear very desirable to every spectator. Besides yellow, there are varying shades of brown and orange. The hardiness of flowers and foliage makes transport easy, and use in the open possible, and increases its value as a market plant.

Tr. Pkt.....\$1.00 1/128 oz.....\$4.00

CALLIOPSIS "Golden Crown"

(Award of Merit by "All America Council")

Enlarged Drummondii of rich orange-yellow or gold, about a third larger than Golden Wave; with double rows of petals. It has a pleasing fragrance and is nice for cutting; with 12-inch wiry stems. Tr. Pkt.....35c



Chrysanthemum Segetum "Zebra"

BUDDLEIA'S "CHARMING" AND "HARTWEGI" PROVIDE EXCELLENT CUT FLOWER MATERIAL.



"Supreme" Quality



Flower Seeds



PREFERRED BY THE PARTICULAR GROWER AND NOW ACCEPTED AS STANDARD FOR AMERICAN AND CANADIAN CULTURE

A. B. C. CYCLAMEN

True Fischer's Giant-Flowering German Strain



One of the numerous greenhouses utilized by Fischer (Germany) for production of Giant Show Cyclamen Seed to supply American Bulb Co., Chicago and New York.

The public is "sold" on Fischer's Giant-Flowering Cyclamen. Satisfy this demand by supplying Cyclamen plants that will appeal to the most critical buyers and enhance your sales and profits. Introduced to the

trade some 20 years ago, Fischer's Giant-Flowering Cyclamen has continued to qualify in every way and is cultured by many of the largest growers. Seed of the highest germination is now ready for distribution.

GERMAN CYCLAMEN SEED

True Fischer's Giant-Flowering Strain

Fischer has introduced a new variety called Silvery Lilac Salmon, which, when exhibited, has received the highest honors; a prolific, early bloomer. Price per 100.....\$1.75 Per 1,000.....\$15.00

	Per 100	Per 1,000
Glowing Dark Red. Christmas red (No. 8).....	\$1.20	\$10.00
Glowing Bright Red. Cherry red (No. 5).....	1.20	10.00
Rose of Marienthal. Bright rose (No. 2).....	1.20	10.00
Pure Rose (No. 3).....	1.20	10.00
Pure White.....	1.20	10.00
White with Carmine Eye.....	1.20	10.00
Glory of Wandsbek. Dark salmon.....	1.45	12.00
Harlequin. Rainbow colors.....	1.45	12.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.45	12.00
Improved Perle of Zehlendorf. Dark salmon (No. 1)...	1.45	12.00
Bonfire. Brilliant salmon (No. 6).....	1.75	15.00
America. Golden salmon (No. 7).....	1.75	15.00

	Per 100	Per 1,000
New Ruffled. Delicate salmon (No. 4).....	\$1.65	\$14.00
New Ruffled Dark. Salmon (No. 9).....	1.65	14.00
Liebesfeuer. Ruby salmon.....	1.65	14.00
SILVERY LILAC SALMON (New).....	1.75	15.00
Lilac	1.25	10.00
Mixed	1.25	10.00

Vogt's New Double-Flowered Cyclamen

Admiration. Salmon-rose with shaded eye.				
Prosperity. Flaming rich rose; distinct, clear color.				
Cerise Brilliant (New). Rich cerise-red.				
Rosea. Soft rose, with coral cast.				
100.....	\$2.50	250.....	\$5.75	500.....\$10.75 1,000.....\$20.00
Mixture of above—				
100.....	\$2.50	250.....	\$5.75	500.....\$10.75 1,000.....\$20.00

SPECIAL QUANTITY DISCOUNT

Special 5% Discount

from prices quoted above on orders for 5,000 seeds or more.

Cyclamen—Sow seed from August to October. All soil, flats and pots should be steam sterilized to destroy troublesome soil pests. Soil mixture of 3 parts silt loam, 1 part well rotted manure ½ part acid peat and ½ part sand has given satisfactory results. The soil for potting

into 4-inch and larger pots should contain additional fertilizer in the form of 4-12-4 and horn shavings at the rate of a 4-inch pot per wheelbarrow. When plants are in finishing sizes, additions of ammonium sulphate or urea in liquid form, every two weeks for approximately six weeks time.



Cuphea Firefly

CUPHEA "FIREFLY"

In our quest for a plant which is dwarf, compact, neat in habit, and showy for modern gardens, it is a joy to discover Cuphea Firefly. A newcomer this season, Firefly has all the characteristics needed in a dwarf, compact plant. The flowers are small and delicately formed, fiery cerise red in color, and are freely produced on compact plants which reach a height of about 10 inches. The general effect of a plant when in full bloom is a ball of fire, recommending itself at once as a subject for the rockery, for window boxes, for flower pots, or as a border or edging variety. It is a tender annual flowering readily in twelve to fourteen weeks from seed, and blooms profusely throughout the summer months.

Tr. Pkt.....50c 1/8 oz.....\$1.25



Double Early Dwarf Fuschia

RECENT NOVELTIES and SPECIALTIES

FUCHSIA HYBRIDA DOUBLE DWARF EARLY FLOWERING MIXED

Seed sown in January or February will flower at the end of June and continue until the autumn. The plants produce from 85 to 90 per cent double blooms with white, lilac, pink, light and dark blue corollas. Raising these Fuchsias from seed gives very good results and is to be highly recommended. Tr. Pkt.....50c

GOURDS

They have long been subjects for artistic decoration in our land as well as in Mexico and other southern states. Easily grown—ask for free cultural directions and method of treatment after maturing.

Calabash. (See opposite).
Tr. Pkt....10c Oz....30c

Mixed Varieties. From named sort.

Tr. Pkt....10c Oz....30c

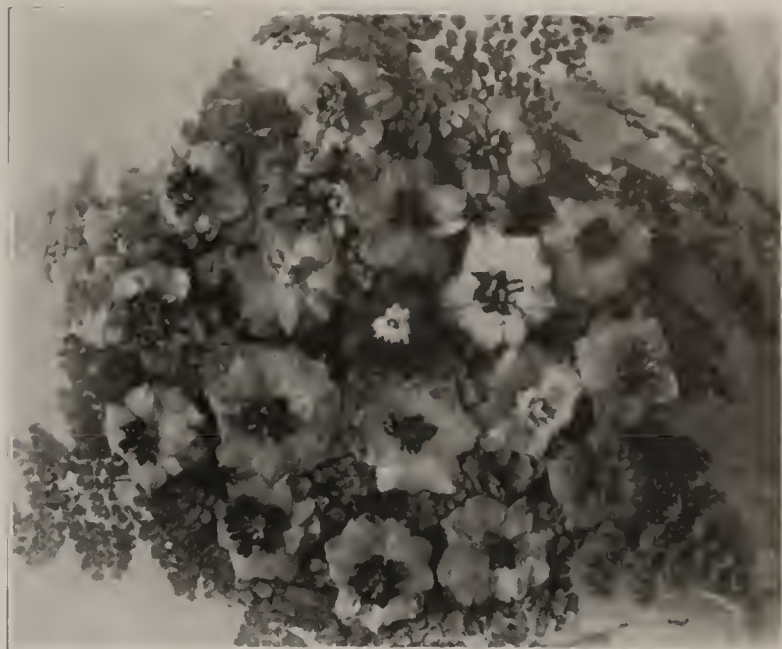
DELPHINIUM

NEW V. AND R. STRAIN

Hand-pollinated seed direct from Vetterle & Reinekt. Mildew resistance, solid woody stems, fine large spikes, large flowers that will not shatter, are among the features claimed for this strain. Has obtained quite a vogue with California growers.

Tr. Pkt..\$1.00 1/8 oz..\$2.00
1/4 oz..\$3.50 1 oz..\$12.00

SPECIAL Note: We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at \$1.25 per package or 5 varieties for \$5.00. If you are desirous of producing Hardy Delphiniums that will create a sensation when in bloom, allow us to make up a selection. We promise that you will be agreeably surprised with the results obtained from same.—A. B. C.



New V. and R. Delphinium Interspersed
With Adiantum Fern

DELPHINIUM

Blackmore and Langdon's Gold Medal Strain
Exceptional for Cutflowers and Garden Show

We believe everyone will agree that there are no better Delphinium strains to be found anywhere than those developed and sold by Blackmore and Langdon of Bath, England. Their famous Delphiniums have been admired by connoisseurs from all parts of the world, they have been exhibited at all the important horticultural shows and exhibitions, and have been granted literally hundreds of medals, prizes, certificates and awards. To those who are acquainted with Blackmore and Langdon's Delphiniums no more need be said, and to those who have never grown these famous Delphiniums we recommend most urgently that this very valuable strain be incorporated in the Delphinium list.

Tr. Pkt.....\$1.00 1/4 oz.....\$2.00 Oz.....\$7.00



Calabash Gourds Decorated as Penguins

BLACKMORE AND LANGDON'S DELPHINIUMS ARE IN A CLASS BY THEMSELVES



Ipomoea (Moonflower) "Heavenly Blue"

Provide a supply of "Heavenly Blue" Moonflower, in 3-inch pots, for sale to your garden planting customers. This unusually beautiful vine, when in bloom, will be "the talk of the town" and prove an outstanding advertisement for your firm.

Recent Novelties and Specialties

IPOMOEA (Moonflower) "Heavenly Blue"

The Most Beautiful of All Flowering Vines

Clarke's Improved Early Flowering Strain. Clarke's strain is well known and widely used throughout the United States. It is early flowering and makes a sparse growth of foliage. When growing Ipomoeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied.

Clarke's Early-Flowering "Heavenly Blue". A good seller when offered in small pot plants for setting out in the garden in spring.

Tr. Pkt...15c Oz...75c Lb...\$8.00



New Russell Lupins

NEW LARKSPUR "Cinnabar Cockade"

"Cinnabar" is a rich brilliant rose red. Plants are compact and symmetrical, throwing long spikes of very double flowers. "Cinnabar" has the same graceful habit as Blue Cockade.

This variety with its brilliant color and long tapering spikes will, we believe, soon be the Florists' favorite for cut flower purposes.

Tr. Pkt.....35c Oz.....\$2.25
1/4 lb.....\$7.50

LILIUM LONGIFLORUM PRAECOX "White Queen"

The cult of the Lilium family has experienced an immense impetus of recent years, and we are pleased to be able to supply this beautiful Lily, which, with its long snowy-white pendant flowers, is remarkable for the celerity with which it can be raised from seed. The plants begin to bloom well within 12 months from the time of sowing. The flowers are of exquisite form and very freely produced. This new Lily has proved itself an excellent market plant. It received an Award of Merit from the Royal Horticultural Society in 1932.

Tr. Pkt.....\$1.00

NEW MIRACLE FLOWERS "Russell Lupins"

(PERENNIAL)

Extraordinary colors; many new shades never before seen in Lupins, self blues, pinks, reds, yellows, maroon, purples, etc. Bicolor such as violet and white; blue and yellow; red and bronze; red and white; purple and cream; blue and white; yellow and orange; pink and white, etc., the standard one color, the keel another.

Individual flowers above average size, upright standards of some being an inch across. The flower spike resembles a closely set, well rounded column of sweet peas. All flowers on spike open at one time from top to bottom.

Awarded the coveted Gold Medal at the Cheltenham Flower Show of the Royal Horticultural Society in June, where the Russell Lupin display monopolized the attention of the audience.

Flowers keep well when cut. Can be grown most anywhere.

Prices: Tr. Pk. (12 seeds)...25c 50 seeds...65c
120 seeds.....\$1.25 250 seeds.....\$2.50



**New Larkspur
"Cinnabar Cockade"**



"Supreme" Quality



Flower Seeds



Recent Novelties and Specialties



Marigold "African Little Giants"

"SHAKESPEARE'S PANSIES"

This is a simple, quaint little Pansy suitable for any location in the garden and can be easily grown wherever Pansies are successful. Particularly desirable for rock gardens. Tr. Pkt.....50c



Don's "Winter Flowering" Pansy

MARIGOLD, Tall Single French, "Flaming Fire"

The long-stemmed, brightly colored, large single flowers, 2 inches across, vary in color at different seasons; at times they are flaming red and other times red and yellow. The variations in color and pattern of this Marigold are inherited and constitute what is known as a variegation. Plants are much branched, 2½ feet tall, come into bloom in about 12 weeks, and continue to bear most profusely all through the season.

Price: Tr. Pkt.....25c



New Marigold
"Flaming Fire"

MARIGOLD, Burpee Gold Odorless Foliage; Carnation-like Flowers

Here is truly a Marigold with a host of things to commend it—even, rich deep orange color, large flowers, 3½ inches across, beautiful Carnation-like form, attractive habit, uniformity of color and blooming time, full doubleness with no singles, earliness, and above all absolute freedom from the usual Marigold odor. Flowers somewhat resemble Guinea Gold, being made up of loosely arranged rays or petals which are shallowly fluted. Tr. Pkt.....25c

MARIGOLD, AFRICAN, Little Giants Mixed

(Introducer's Description)

From our Trial Ground—the most unique Marigold novelty of the decade. A Marigold that will average only a height of 15 inches and yet will actually produce a head of twenty to thirty-five beautiful four-inch flowers.

Little Giants throws blooms varying in form from the informal Carnation type to the perfect *Fistulosa* globe. The plants are very closely compact and the stems short. Its foliage is a beautiful dark bluish green.

Although **Little Giants** range in height from 10 to 15 inches, a fraction percentage of taller plants will show up. However, these are easily detected at the transplanting stage as they all have light colored foliage—**Little Giants** being a deep bluish green. **Little Giants** is strongly recommended for bedding and pot plants, especially the latter—as it will bloom a head of twenty-five flowers all at the same time. Color ranges from a yellow to a very bright orange, with many shades in between.

Tr. Pkt.....35c ¼ oz.....\$1.25 Oz.....\$4.00

DON'S GIANT WINTER FLOWERING PANSY

Pansies at Their Loveliest

One of the most important horticultural introductions of recent years. Plants grow 2½ to 3½ feet high, with six to eight strong upright stems bearing numerous good sized blooms on flower stems ten to twelve inches long.

Sow in July-August

Seed should be sown under glass in July or August, and the plants benched in the greenhouse about October. Set the plants twelve inches apart in the bench and support in the same manner as Carnations. They may also be grown in 6-inch pots sunk in the bench if desired.

A Wealth of Bloom from December to May

The color range is excellent, and if the blooms are kept cut as they mature the flowering period will continue from December well on into the spring. Our illustration shows some of the plants grown in pots and exhibited at the Chicago spring flower show by Mr. Fritz Bahr, where they attracted considerable favorable attention.

New crop seed ready July, 1938. Tr. Pkt. (100 seeds).....\$2.00

A. B. C. "DE LUXE" MIXED PANSY IS THE BEST DWARF STRAIN OBTAINABLE.



"Supreme" Quality



Flower Seeds



Recent Novelties and Specialties



Passiflora Coerulea Grandiflora
"Passionflower"

PASSIFLORA COERULEA GRANDIFLORA

The large and numerous flowers of *Passiflora coerulea grandiflora* give an especially evident representation of the "Implements of the Crucifixion," making it thus a very interesting plant. Among all "Passionflowers" this climber is the most frost-resisting species, so that it may resist also in the northern countries in protected places on south walls, if covered in winter. Not only for its particularly large flowers, but also for its beautiful foliage, this *Passiflora* is recommended as one of the most interesting climbing plants. (Sow seed early.) Tr. Pkt. 75c

PRIMULA SINENSIS (Double-Dazzler)

The world-wide popularity of our novelty of three years ago, the single form of *Primula Dazzler*, has caused a demand far above our most sanguine expectations. It is probable that no novelty of recent years has been listed so freely by seedsmen at home and abroad. Growers of decorative plants for market have given unstinted praise to the value of *Dazzler* as a pot plant. It is, therefore, with more than usual pleasure that we announce the advent of a double form, which comes perfectly true from seed. **Double Dazzler** makes an even better market plant than our original introduction, for the flowers lift themselves more above the foliage and are produced in even greater profusion. As can well be imagined, the duplication of the petals adds considerably to the beauty of the plant and emphasizes the vivid orange-scarlet coloring of the flowers.

Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.75

NEW PANSY "Coronation Gold"

(Given an Award of Merit
by "All America Council")

Claimed the largest yellow variety, comparable with Roggli Swiss Giants and much larger than Trimardeau Gold Cloe, having reached three inches across. Canary yellow with lower petals flushed golden orange; round flowers with lightly ruffled edges; mild spicy scent. Some flowers show rays and lighter yellow flowers. Tr. Pkt. 75c

New Double Flowering Primula Obconica "Portland Beauty"

(See illustration)

A double flowering *Primula Obconica* has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower, Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot-plant growers, tell us that this new *Primula* has a great future. Shades of dark pink, lavender pink, and rose pink mixed. Since same seeds sparsely and the supply is limited, early orders will have first call.

Tr. Pkt. (About 500 seeds) \$1.50



New Double Flowered Primula Obconica
"Portland Beauty"

(Provides a Very Worth-while pot plant)

PRIMULA CHINENSIS (Single-Flowered "Dazzler")

A **Startling New Chinese Variety** from Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (*Primula Sinensis Fimbriata*) which the firm has named *Dazzler* in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light. Tr. Pkt. 75c 1/32 oz. \$2.00

NEW PRIMULA MALACOIDES ERIKSSONI (Non-Poisonous)

EXCLUSIVELY INTRODUCED BY AMERICAN BULB CO.

A Money Maker for the Florist Grower

(See alphabetically arranged list in this book for the list of varieties and prices).



New Chinese Primula "Double Dazzler"

SNAPDRAGON "WHITE WONDER" NOW ACKNOWLEDGED AS THE BEST FLORISTS' WHITE.



"Supreme" Quality



Flower Seeds



Recent Novelties and Specialties



New Salvia "Blaze of Fire"

New Early Flowering Snow White Snapdragon

"BEZDEK'S WHITE WONDER"

For Under-Glass Culture. Introduced by A. B. C.

By far the best pure white Snapdragon we have ever seen, possessing long flowering spikes on strong wiry stems. Produces continually throughout the winter months without shattering its flowers. The Chicago Flower Trade having merchandised "White Wonder" for the past two years have invariably declared it the white cut-flower Snapdragon "par excellence". (Advance orders for this valuable new kind are advisable.)

Price of "White Wonder":

Tr. Pkt. 1000 seeds...\$2.00 3000 seeds...\$5.00

New Snapdragon "Celestial"

(Given an Award of Merit by "All America Council")

Majestic type, salmon-rose flowers on broad, compact 10-inch spikes. Medium height.

Tr. Pkt.....50c

For our complete list of Snapdragons, please refer to alphabetically arranged pages in this book.

NEW SALPIGLOSSIS Light Blue and Gold (Improved)

We now offer a great improvement in Salpiglossis Light Blue and Gold Improved. It is the same uniform height as the Emperor group, about 3 feet tall. It is free flowering with numerous branches of very large flowers. The color is a clearer, richer light blue with beautiful gold veinings.

Tr. Pkt.....25c Oz.....\$2.50

SALVIA "Blaze of Fire"

(The Scarlet Salvia Novelty of the Year)

This novelty vies with Chrysanthemum Golden Crest for first place in the 1937-38 Flower Seed Novelties. By many, **Blaze of Fire** will, we are certain, be named the "Novelty of the Year" if not the decade, when it has been grown and flowered.

It far surpasses Harbinger in earliness. The flowers are the most brilliant and vivid scarlet imaginable, and the habit is ideal for bedding. **Blaze of Fire** is without query the earliest and most dwarf of all Scarlet Salvias, blooming ten to fourteen days before Harbinger, and it is much brighter in color than that variety. We recommend it to our customers with every confidence, for we are sure of its merit, and the fact that it will quickly become one of the most popular of all bedding plants. Tr. Pkt.....50c

SALVIA "New Dwarf Gem"

A miniature scarlet Salvia desirable for borders, rock gardens, etc.

Tr. Pkt.....50c

SALIVA PATENS "Mauve Queen"

The great popularity of the beautiful **Salvia Patens** makes it certain that there will be a very wide demand for this novelty. It is of exactly the same habit and growth as Patens, but the flowers are of a beautiful helio-mauve. **Mauve Queen** comes perfectly true from seed, and we specially recommend it as a variety of outstanding merit. Tr. Pkt.....50c

For complete list of Salvias please refer to alphabetically arranged pages in this book.



Snapdragon Bezdek's White Wonder
(Mr. V. Bezdek, Introducer, in Foreground)

"MALMAISON" TYPE SNAPDRAGONS, HIGHLY RECOMMENDED, SEE CENTER OF THIS BOOK

Recent Novelties and Specialties

STOCK, GIANTS OF CALIFORNIA, SEQUOIA

A dazzling supplement to our extremely popular strain of Giants of California Stock. **Sequoia** produces a central spike of florets that will average 12 inches in length. It is a rich sparkling rosy-carmine color, which always seems popular with the florist.

Individual florets larger than 2 inches across are a usual sight and the plants produce a high percentage of doubles. Florists who demand the best in Stocks are now planting the Giants of California. Increase your profits with a quick turnover of this best-seller.

Tr. Pkt.....50c ¼ oz.....\$1.25 Oz.....\$4.00

NEW SCABIOSA GRANDIFLORA ROSETTE

As a result of many years' selection and painstaking care, we have created a glorious new color in Annual Scabiosa. **Rosette** is a beautiful shade of deep rose heavily suffused with salmon. The flowers are extra large and the stems are long and stiff. This glorious, glowing new color will undoubtedly make Rosette a most popular flower for the garden and also with the florist for cutting. It is a fitting companion to Loveliness, Peach Blossom and Shasta, all of which have received Awards of Merit from the Royal Horticultural Society.

Tr. Pkt.....25c Oz.....\$2.00

TITHONIA SPECIOSA GRANDIFLORA FIREBALL (Bodger)

Dazzling as a ball of fire poised high above other flowers, **Fireball** is, undoubtedly, the last word in brilliance of color in a fall blooming plant. Many who have known and enjoyed *Tithonia Speciosa* have considered it the brightest possible flower for fall use. With the introduction, however, of **Fireball**, this older variety is entirely overshadowed. **Fireball** is a very brilliant, vibrant shade of scarlet orange, the petals in dazzling contrast to the clear yellow center. The gaily colored flowers are single, very large, 4½ to 5 inches in diameter, and are carried on fine long stems. The plants are very tall, some reaching a height of 8 or 9 feet, with a fairly heavy growth of grayish green, wooly foliage. They are, however, neat in appearance, filling in well from the very base of the plant to the top, and unlike the older *Tithonia Speciosa* do not become ragged looking. In southern warm districts, seed should be sown in late spring outdoors, while in the northern sections it should be started indoors and the plants set out after danger of frost has passed. *Tithonia Fireball* is a tender annual, flowering late in the season, and is not subject to plant diseases. It is extremely showy in the garden and an excellent new cut flower variety. The flowers will keep five or six days when cut. We have every confidence that **Fireball** will be one of the headline flowers of the 1938 season. Tr. Pkt.....50c ¼ oz.....75c Oz.....\$2.75



Tithonia Speciosa Grandiflora Fireball



Stock, Giant of California "Sequoia"

NEW SCHIZANTHUS

(Butterfly Flower)

"Mother's Favorite"

(See Inside Back Cover for Illustration)

Price—Mixed Colors: Tr. Pkt.....\$1.25 3 Tr. Pkts.....\$3.00

"Mother's Favorite" is "tops" as a pot plant for Mother's Day and spring sales. Also of exceptional value for cut flowers, this new strain is in a class by itself. A high temperature is not required for *Schizanthus*, even in the winter months. For early blooming sow August-September.

Note below what Holm & Olson, the well-known retail florists and growers of St. Paul and Rochester, Minn., think of this grand new *Schizanthus* "Mother's Favorite."

American Bulb Co., Chicago

Rochester, Minn., June 22, 1937.

In regard to the *Schizanthus*, we have grown "Mother's Favorite" very successfully as a pot plant. Seeded about the middle of January, planted in 2¼-inch pots, and when ready pot three in a 7-inch pan, and this makes a very fine plant for Mother's Day. These are rapidly becoming very favored by the public, as they, even under such unfavorable conditions as in a hospital, develop to the last bud and present a mass of blooms that last for weeks.

If seeded in early December they will be ready to bear April 1. I am sure it is a very valuable addition to our spring pot plants.

Very truly yours,

Signed, HOLM & OLSON CO.,

Per H. Thompson, Mgr.

NIEREMBERGIA HIPPOMANICA ILLUSTRATED ON INSIDE FRONT COVER IS WORTH WHILE

A. B. C. "Supreme" Quality Florists' Flower Seeds

All of the following are "Annuals" and kinds that bloom the first year, providing seed is sown early, with exception of those preceded by an asterisk (*), which are "Perennials".

ABUTILON (Flowering Maple)

Choicest mixed. 1/8 oz. \$1.25 Tr. Pkt. 35c

*ACANTHUS LATIFOLIUS (Bear's Breach)

Stately perennial foliage plant with large decorative leaves.

Tr. Pkt. 15c Oz. 50c

ACHILLEA (Milfoil, Yarrow)

*Parnica "The Pearl". One of the best hardy white perennials. Grows about 2 feet high. Is covered with heads of purest white double flowers from June until frost. Tr. Pkt. 30c 1/4 oz. 65c Oz. \$2.25

*Millefolium (Bright Magenta Red). 3 ft. Tr. Pkt. 30c Oz. \$1.50

ACONITUM (Monkshood, Helmet Flower)

*Napellus. Produces long spikes set with blue flowers. Well adapted for planting among shrubbery or in shady corners. Seed is of slow germination; 3 to 5 feet. Tr. Pkt. 30c Oz. \$1.50

*Wilsoni. A tall growing variety, 5 to 6 feet high, producing during the late fall very effective violet-blue flowers.

Tr. Pkt. 50c Oz. \$3.50

*Fischeri. An improved strain; compact habit; with bright blue flowers.

Tr. Pkt. 50c Oz. \$2.50

ACROCLINIUM (Everlasting)

Excellent for cutting.

New Large Flowering Hybrids. Tr. Pkt. \$0.35 Oz. \$1.50

Roseum Pink. .10 .25

Roseum Album. White. .10 .25

Fl. Pl. Double Pink. .15 .40

Album Fl. Pl. Double. White. .15 .40

*ADONIS VERNALIS

A good spring flowering perennial with large, yellow flowers.

Tr. Pkt. 40c Oz. \$2.50

AGERATUM

Mexicanum Blue. 2 ft. \$0.10 Oz. \$0.40

Mexicanum Album. White. 2 ft. .10 .40

Blue Boy. Very dwarf; growth uniform; rich shades of blue. (1/4 oz., \$1.50) .50

Blue Perfection. Dark blue bedder. 8 in. (1/4 lb., \$2.00) .15 .60

Blue Ball. An improved Blue Perfection. 6 in. .15 .75

Blue Cap. Dwarf, compact, flowers larger than "Little Blue Star" and deeper in color. (1/4 oz., 80c) .25 2.50

Imperial Dwarf Blue. (1/4 lb., \$1.75) .15 .50

Imperial Dwarf White. (1/4 lb., \$1.75) .15 .50

Imperial Dwarf Mixed. (1/4 lb., \$1.40) .15 .40

Little Blue Star. Miniature bushes, flowers light blue with red center, 4 in. (1/4 oz., 60c) .25 2.00

Purple Perfection. Large flowered. Deep violet blue. 8 in. .15 .75

Lasseauxi. Good pink. Choice cut-flower. 2 ft. .20 1.20

Red Riding Hood. Attractive rose-pink with deep center. 6 in. high. (1/16 oz., 75c) .35

Blooms first season if sown early.

AGROSTEMMA

Coeli-Rosa (Rose of Heaven). Rose. 12 in. Tr. Pkt. 10c Oz. 25c

*Coronaria (Mullein Pink). Stout, erect-growing plants with silvery foliage, flowers during July and August. Bright rosy crimson flowers; 2 1/2 to 3 feet. Tr. Pkt. 15c Oz. 25c

ALOE VARIEGATA

Tiger Aloe. A quick-growing succulent, with beautifully variegated leaves. (Greenhouse plant). 100 seeds. \$1.25 1,000 seeds. \$10.00

ALYSSUM

Maritimum (Sweet Alyssum). White. Used for cut flowers. 10 in. (4 oz., 60c) \$0.05 \$0.20

Lilac Queen. Pale lilac flowers, color deepens as weather becomes cool. 9 in. .15 .50

Little Dorrit. White. (A.B.C. special strain.) Forms perfect bush about 4 in high. (1/4 lb., \$1.75) .15 .50

Carpet of Snow (Procumbens). Spreading 2 to 3 inches. (1/4 lb., \$2.00) .15 .60

A.B.C. Special "Little Gem." White. 4 to 6 inches. (1/4 lb., \$1.75) .15 .50

*Saxatile Compactum (Basket of Gold). An indispensable plant for the rockery or border, growing 1 foot high and producing in May masses of broad, flat heads of bright yellow flowers. (1/4 oz., 25c) .15 .85

*Moellendorffianum. Extra dwarf yellow. 3 to 4 inches. (1/16 oz., \$1.00) .50

AMARANTHUS

Caudatus (Love Lies Bleeding). Red. 3 ft. \$0.10 Oz. \$0.30

Molten Fire. Brilliant poinsettia-like tips. 4 ft. .25 1.50

Salicifolius (Fountain Plant). Green with bronze, tops

blood red. 3 ft. .15 .60

Sunrise. Green, yellow and red foliage. Very bright. .15 .50

Tricolor Splendens, "Joseph's Coat." Yellow, red and green. Provides a good pot plant. 3 ft. .15 .50

Mixed. .15 .25

AMPELOPSIS (Boston or Japanese Ivy)

*Veitchi. The best and most popular hardy climber for covering brick or stone walls. Tr. Pkt. 15c Oz. 25c 1/4 lb. 75c

ANCHUSA

Capensis. Azure blue. 2 ft. \$0.15 Oz. \$0.40

Blue Bird. Indigo blue. 2 ft. .15 .60

ANCHUSA—Alkanet, Bugloss

*Italica, Dropmore Variety. Grows 3 to 5 feet high. Bears during May and June in abundance, flowers of the richest Gentian blue.

Tr. Pkt. 15c Oz. 50c

*Italica Grandiflora Picotee. Same as above but blue and white striped petals; quite attractive. Tr. Pkt. 35c 1/4 oz. 80c

*Myosotidiflora. Small Forget-me-not blue flowers. Excellent for rockery. Tr. Pkt. 50c 1/4 oz. \$1.35

ANEMONE (Windflower)

*Coronaria, Mixed Colors (Poppy Anemone). Many splendid colors.

Tr. Pkt. 20c Oz. 75c

*Coronaria, St. Bridget. A beautiful selection of the above. Our seed comes from a famous Irish grower and comprises semi-double and double flowers in a wonderful array of colors.

Tr. Pkt. 30c Oz. \$1.50

*Pulsatilla, "Pasque Flower". Violet lilac. 1 ft.

Tr. Pkt. 50c Oz. \$3.00

ANTHEMIS (Marguerite)

*Tinctoria Kelwayi. A most satisfactory, hardy perennial bearing daisy-like golden yellow blossoms. Excellent for cutting; 2 feet.

Tr. Pkt. 15c Oz. 60c

*Montana. Pure white. Tr. Pkt. 30c Oz. \$1.50

ANTIRRHINUM (Snapdragon)

(Greenhouse Grown Seed)

Varieties Desirable for Greenhouse Culture

In sowing Snapdragon seed, always bear in mind that failure in germination usually results either from covering the seeds too thickly with soil, allowing the flats to dry out while germination is under way or not applying sufficient shade up to the time the seedlings appear. With ordinary care, Snapdragon seed will germinate freely if covered but lightly and the surface of the flats kept moist and dark. One way to do this is to keep the soil surface about 1 inch below the edge of the flats. Then lay three or four pieces of laths across the top of the flats on which place burlap. This, if kept wet, will provide the required shade as well as keep the surface moist.

The following are the season's best new introductions.

Bezdek's White Wonder. Unquestionably the best pure white cut flower Snapdragon on the market today. Introduced by A. B. C.

Schrock's Orchid. Each, \$2.00 per Pkt.; 3 Pkts. of one or both, \$5.00

We can also supply the three new varieties:

Westover White. A fringed, pure white. Tr. Pkt. \$2.50

La France. La France rose-pink. Tr. Pkt. \$2.00

Rose-Pink Cheviot Supreme (Windmill). Fairly deep rose-pink. Very uniform in color and habit. The product of a specialist who has worked years perfecting this strain.

1/2 Tr. Pkt. (1000 seeds) \$1.25 Tr. Pkt. (2000 seeds) \$2.00

STANDARD LIST FOR GREENHOUSE CULTURE

(The stars (*) indicate varieties we find best)

NOTE! Probably the most popular of all greenhouse Snapdragons is "Cheviot Maid Supreme". We have a particularly fine strain of this exceptional variety.

SNAPDRAGONS Continued on Next Page

STEMROT WILT-RESISTANT SEED MEANS "ASTER INSURANCE" TO A LARGE DEGREE



Antirrhinum (Snapdragon) Maximum
(New “Rust-Proof” Strain)

ANTIRRHINUM (Snapdragon) for Greenhouse Culture
(Continued)

	Tr. Pkts.	3 Pkts.	5 Pkts.
*Afterglow. The finest golden orange.....	\$1.00	\$2.50	\$3.50
Bertha Baur. Standard lavender; some rogue colors	1.00
Captor. Pure white; fairly long-stemmed.....	1.50	4.00	6.50
Celestial. Large, light yellow; long-stemmed.....	1.50	4.00	6.50
*Ceylon Court. Standard yellow.....	1.00	2.50	3.50
Ceylon Court (Dark). Selection for darker shade..	1.00	2.50	3.50
Cheviot Maid, White. Good even white.....	1.00	2.50	3.50
*Cheviot Maid, Yellow. Fairly dark; long-stemmed..	1.00	2.50	3.50
*Cheviot Maid Supreme. Best standard rose-pink...	1.00	2.50	3.50
Coates' Yellow Perfection. Rich dark yellow; strong growth	1.00	2.50	3.50
*Daybreak. Fairly light rose-pink; excellent.....	1.50	4.00	6.50
Golden Pink Queen. As named; fairly true to color.	1.00	2.50	3.50
Kirkwood Beauty. Bronzy orange.....	1.00	2.50	3.50
La France. La France rose pink.....	2.00
*Lucky Strike. Strong growing white.....	1.00	2.50	3.50
Marion. Some growers find this the finest clear white	1.50
*Miss Wooster. Large, light orange. Early and excellent	1.50	4.00	6.50
*New Cincinnati. The finest light rose-pink.....	1.00	2.50	3.50
*New Deal. Extra early, light golden orange.....	1.00	2.50	3.50
Radiance. Large flowered pink.....	1.00	2.50	3.50
Roman Gold. Bright coppery yellow.....	1.00	2.50	3.50
*Rose Queen. Finest deep rose.....	1.00	2.50	3.50
Rose Pink Cheviot Maid. Fairly deep rose pink	1.25
.....(2000 seeds, \$2.00)			

ANTIRRHINUM (Snapdragon) for Greenhouse Culture
(Continued)

	Tr. Pkts.	3 Pkts.	5 Pkts.
Schrock's Orchid.....	2.00	5.00	...
*Sun Tan. Early flowering orange-tan.....	1.00	2.50	3.50
*Terry's Surprise (Improved). Rose-shaded orange. Fine for spring flowering.....	1.00	2.50	3.50
*Velvet Beauty. American Beauty red. Fine.....	1.00	2.50	3.50
White Prosperity. Clear white.....	1.50	4.00	6.50
White Rock. White with flowers poorly spaced....	.50
White Wonder. Best white.....	2.00	5.00	...
Westover White.....	2.50
Winter Helen. Improved Helen.....	1.00	2.50	3.50
Ball Forcing Mixture. Fully half Rose Queen and Cheviot Maid Supreme; balance yellow, white, and bronze.....	.75
½ Tr. Pkts. of the following varieties supplied at 60c each: Afterglow, Ceylon Court, Cheviot Maid Supreme, Coates' Yellow, Lucky Strike, and Rose Queen.			

SNAPDRAGONS, “Rust-Resistant”

For out-door culture.

	Tr. Pkt.	¼ oz.
Alaska. Tall, white.....	\$0.25	\$1.00
Autumn Glow. Shades, old rose, suffused amber; tall25	1.00
Buttercup. Tall, canary-yellow.....	.25	1.00
Campfire. Bright scarlet, yellow lip.....	.25	.75
Carmine Rose. Dwarf.....	.25	1.00
Daffodil (Maximum Type). Two-toned yellow; long- stemmed25	.75
Defiance. Tall, scarlet-red.....	.25	1.00
Fair Lady. Long-stemmed, light rose-pink.....	.25	.75
Glowing Sunset. Rosy scarlet; dwarf.....	.25	1.00
Golden Orange. Medium tall, golden orange.....	.25	.75
Harmony Shades. Terra-cotta, yellow, shaded rose; tall.	.25	1.00
Indian Girl. Old gold; dwarf.....	.25	1.00
Majestic Dainty. Soft rose-pink; fairly long stems.....	.50	1.00
Majestic Silver Pink. Choice color for cutting.....	.50	1.00
Maximum White. Tall, clear white.....	.25	.75
Maximum Yellow. Tall, clear yellow.....	.25	.75
Pink Shades. Rose pink to pale pink; tall.....	.25	1.00
Red Boy. Rich deep scarlet; dwarf.....	.25	1.00
University of California Mixture.....	.20	.50
Wildfire. Orange-scarlet, yellow lip; dwarf.....	.25	.75

A. B. C. Rust Resistant Mixture. Fairly dwarf; for bedding.
Tr. Pkt.....25c ¼ oz.....75c ½ oz.....\$1.25 Oz.....\$2.00

For out-door cut flowers and general garden culture. The following “Malmaison type” Snapdragons are highly recommended for cut flowers, and garden show as well. (See colored illustrations in the center of this book. Malmaison type).

Royal Cerise. Beautiful cerise color.
Royal Rose. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the rose.
St. George. A new shade of orange cerise. Most outstanding.
Price, each of above exceptional varieties:
Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

SPECIAL NOTE!

If you merchandise small plants to the public for garden planting, don't fail to include the three new “Malmaison” Snapdragons listed above. We are sure that they will make friends for you when blooming period comes around.

These strains have been produced through crossing the late-flowering kinds with original and entirely rust-proof strains. They are almost 100 per cent rust-proof under conditions that completely rust destroy the regular kinds. They are not quite so true to color as are the regular class but very nearly so. We strongly recommend them.

STANDARD OUTDOOR VARIETIES
(Not Winter-Flowering or Rust Resistant)

MAJESTICS	
An extra large-flowered class of fairly compact growth. Fine for spring flowering if started early enough to draw up the stems.	
	Tr. Pkt. ¼ oz.
Golden Dawn. Glorified Afterglow.....	\$0.50 \$0.80
Orange King. Bright orange.....	.50 .80
Twilight. Golden tan-yellow.....	.50 .80
Rose Beauty. Rich rose-pink.....	.50 .80

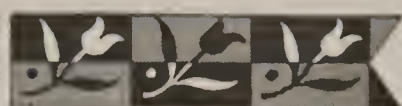
SPECIAL 5% DISCOUNT ON ALL ORDERS FOR FLOWER AND VEGETABLE SEEDS WHEN ACCOMPANIED BY CASH



"Supreme" Quality



Flower Seeds



ANTIRRHINUM (Snapdragon)

(Standard Out Door Varieties—Continued)

MAJESTICS (Continued)

Evensong. Buff or chamois-pink. Extra large flowers..	.50	.80
Fair Lady. Light rose or flesh-pink. Clear self color and valuable for cutting. Extra large.....	.50	.80
Mixture50	.80

MAXIMUMS.

An extra strong growing class with long stems. Much used for cutting.

	Tr. Pkt.	¼ oz.
Appleblossom. Delicate pink, white throat.....	\$0.20	\$0.40
Canary Bird. Light yellow.....	.20	.40
Cattleya. Mauve-pink.....	.20	.40
Copper King. Heavy copper-red.....	.20	.40
Ruby. Rich heavy red.....	.20	.40
Snowflake. White.....	.20	.40
The Rose. Clear rose.....	.20	.40
Mixture20	.40

HALF-TALL

	Tr. Pkt.	¼ oz.
Empress. Velvety crimson.....	\$0.20	\$0.40
Golden Queen. Deep yellow.....	.20	.40
Harmony. Rose with yellow.....	.20	.35
His Excellency. Brilliant orange-scarlet.....	.20	.40
Orchid. Lavender-mauve.....	.25	.50
Mixture. (Rust resistant).....	.20	.40

HALF-DWARF

	Tr. Pkt.	¼ oz.
Climax. Bronze-orange.....	\$0.20	\$0.40
Empress. Rich velvety crimson, dark foliage.....	.20	.40
Fawn. Terra Cotta.....	.20	.40
Firebrand. Bright Scarlet.....	.25	.50
Gloria. A good pink.....	.20	.40
Golden Queen. Rich golden yellow.....	.20	.40
Mauve Queen. Lilacy mauve.....	.20	.40
Purity. Pure white.....	.20	.40
Mixture20	.40

TOM THUMB VARIETIES

Very dwarf, 6 inches, for pots and bedding.

Mixed. Tr. Pkt.....	.25c
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*AQUILEGIA (Columbine)

(CLEMATIFLORA MIXED)

"CLEMATIS FLOWERED"

Height: 2 to 3 Feet

This glorious Columbine is absolutely distinct in petal formation. The blooms greatly resemble Clematis flowers. The plants are of medium height, good compact habit and free flowering, whilst the individual blooms are large and solid in petal. The color range includes delicate pastel shades of pink and blue. Tr. Pkt.....75c

LONG-SPURRED COLUMBINES

This strain is unquestionably the finest yet produced. The plants are of strong, thrifty growth, with flowers of largest size, varying in color through tones of cream, pink, lavender, blue, white, red, etc.

	Tr. Pkt.	Oz.
Alpina. Rich blue; 2 feet high.....	\$0.30	\$1.50
California Hybrida. Long-spurred flowers in yellow and orange shades.....	.30	1.50
Canadensis. The native rich red and yellow variety..	.40	2.00
Chrysantha. Long-spurred yellow.....	.30	1.50
Coerulea (Rocky Mountain Columbine). Violet-blue and white.....	.40	2.00
Single-Flowering, Mixed.(¼ lb., \$1.50)	.15	.50
Double-Flowering, Mixed.15	.50

*AQUILEGIAS

Mrs. Scott Elliott's Long Spurred Strain. Extra choice hybrids. Tr. Pkt.....60c Oz.....\$4.00

TRUE LONG SPURRED

The New English Aquilegias Offered Below Provide Desirable Cut Flowers and Are, We Believe, the "Last Word" in This Valuable Perennial Family.

Rose and Pink Shades. Contains only shades of rich coral pink; very true. Tr. Pkt...50c ¼ oz....\$1.00 Oz....\$3.50

Blue Shades. Exceptional.

Tr. Pkt.....50c ¼ oz.....\$1.00 Oz.....\$3.50

Crimson Star. Richest crimson with white petals. Tr. Pkt...75c

Lowdham Mixture. Tr. Pkt.....35c Oz.....\$2.50



New Aquilegia Long Spurred, Crimson Star

*ARABIS (Rock Cress)

Alpina. One of the earliest and prettiest spring flowers. The spreading tufts are covered with a sheet of pure white flowers as soon as the snow disappears. Unequaled for rockeries or edging. Withstands drought and is always neat; 6 inches.

Tr. Pkt.....15c Oz.....50c ¼ lb.....\$1.50

ARALIA SIEBOLDI

(Seed ready in Spring). 1000 seeds.....\$1.00

ARCTOTIS (African Daisy)

Grandis. Excellent for cutting. Daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt.....15c Oz.....50c

Hybrids. Showy Daisy-like flowers. Red and orange shades. (Sow early). Tr. Pkt.....35c

*ARMERIA (Sea Pink, Thrift)

Formosa Hybrida. Heads of rosy pink flowers. Useful for edging or rockery. Tr. Pkt.....25c Oz.....\$1.00

Bee's Ruby. Rich deep rose colored flowers. 1½ feet.

Tr. Pkt.....50c ¼ oz.....\$1.25

Lauchiana. Bright, rosy red. Good rock plant.

Tr. Pkt.....40c Oz.....\$4.00

ARTEMESIA

Annua. Decorative; 5 ft. Tr. Pkt.....15c Oz.....50c

Sacrorum Virdis (Summer Fir). 5 ft. Tr. Pkt.....15c Oz.....75c

*ASCLEPIAS (Butterfly Weed Tuberosa)

Brilliant orange scarlet flowers; 2 ft.

Tr. Pkt.....35c ¼ oz.....60c Oz.....\$2.00

ASPARAGUS PLUMOSUS NANUS (Greenhouse Grown)

One of our Leading Seed Specialties—Special Note!

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, hand-picked, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices." (New crop seed ready in February.)

100 seeds....30c 250 seeds....50c 1000 seeds....\$1.25

5000 seeds.....\$6.00 Lb.....\$10.00

Write for prices on larger lots.

ASPARAGUS SPRENGERI (Greenhouse Grown)

100 seeds.....25c 250 seeds.....40c 1000 seeds.....\$1.00

5000 seeds.....\$4.50 Lb.....\$8.00

(New Crop Seed Ready in February)

ASTER PERENNIAL (Michaelmas Daisy)

***Alpinus.** Dwarf Alpine Aster, indispensable for the rockery or edge of hardy borders; grows 6 to 10 inches high. Showy, bluish purple flowers in May and June. Tr. Pkt.....50c Oz.....\$2.50

Mixed. Saved from a splendid collection of tall fall-blooming varieties. Tr. Pkt.....40c Oz.....\$2.00

BUDDLEIAS "CHARMING" AND "HARTWEGI" ARE WORTH-WHILE. SEE INSIDE BACK COVER.



Aster, Imbricated Pompon

This Pompon Aster Is Now a Great Favorite
in the Cut Flower Markets

*** ASPERULA**

Odorata (Sweet Woodruff). White flowers. 1 ft. Tr. Pkt. .20c Oz. .75c

ASTERS

**Bodger's True "Rot or Wilt-Resistant" Strains.
Can You Afford To Plant Any Other Kind!**

(Florists' Review, issue August 1, 1935. Reporting market conditions
from Nashville, Tennessee.)

Asters are coming in steadily now and are of excellent quality for this early in the season. The resistant strains of asters are proving a real boon to florists in the south. Prior to the introduction of the resistant types, it was practically impossible to grow asters here, except under glass, and even these were not overly successful.

SPECIAL NOTE! Growers contemplating Aster production for cut-flowers will, we believe, find it much to their advantage to confine exclusively to the "wilt resistant" strains. The small difference in cost of seed as against the "regular" quality is of little moment as compared to possible difference in crop results.

12 "Resistant Strain" Asters that are considered to be really worth while, both for the florist grower and home garden planter as well.

	Tr. Pkt.	¼ oz.	Oz.
Ball White. Late branching type. Blooms about September 10th.....	\$0.35	\$0.50	\$1.75
Ball Deep Rose. Bright, deep rose. Early, attractive, incurved blooms.....	.35	.50	1.75
Ball Deep Purple. Attractive, deep purple, early..	.35	.50	1.75
Ball Early Phlox Pink. A good commercial pink. Blooms about September 10th.....	.35	.50	1.75
Ball White Early. Blooms about September 5th..	.35	.50	1.75
Branching Azure Blue.....	.35	.50	1.75
Royal White.....	.35	.50	1.75
Queen of the Market White.....	.35	.50	1.75
Early American Beauty Silvery Rose35	.50	1.75
Royal Azure Blue.....	.35	.50	1.75
Royal Shell Pink.....	.35	.50	1.75
Queen of the Market Mid-Blue.....	.35	.50	1.75
Mixtures of above 12 varieties.....	.35	.50	1.75



Aster "American Branching"

**POMPON
ASTERS
ARE NOW
IN
GREAT FAVOR**

(See Next Page)



Aster "King"

**"HEART
OF
FRANCE"
THE
BEST RED
ASTER**

(See Next Page)

Asters Like "Running Start"

Florists should have greater success with asters if they give them a "running start" on the season. In other words, asters need a longer season than the majority of the popular flowers of this area, and it has been found beneficial to plant them inside sometime after mid-March.

The young plants should be transplanted when they have grown large enough to be easily handled and when the ground and climate have become warm. Treated in this manner they should bloom comparatively early.

GENERAL LIST OF WILT-RESISTANT ASTERS

Queen of the Market

Medium sized flowers. Blooms in July. The earliest Aster of quality.

	Tr. Pkt.	¼ oz.	Oz.
White	\$0.35	\$0.50	\$1.75
Flesh Pink. Not recommended for market.....	.35	.50	1.75
Dark Blue.....	.35	.50	1.75
Crimson35	.50	1.75
Scarlet35	.50	1.75
Mixed Colors.....	.25	.40	1.50

Royals (Second Early Class)

Blooms mid-July directly following the Queen of the markets.

	Tr. Pkt.	¼ oz.	Oz.
Azure Blue or Dark Lavender.....	\$0.35	\$0.50	\$1.75
Shell Pink.....	.35	.50	1.75
White35	.50	1.75
Purple35	.50	1.75
Deep Rose.....	.35	.50	1.75
Mixed Colors.....	.25	.40	1.50

King or "Needle" Type

Pointed or quilled petals. Flowers of hard substance. A desirable cut flower and good shipper. Blooms about September 10th.

	Tr. Pkt.	¼ oz.	Oz.
Peach Blossom. Light rose pink. Good market variety	\$0.35	\$0.50	\$1.75
Crimson (Upright Branching). Bright color.....	.35	.50	1.75
Lavender or Azure Blue (Upright Branching).....	.35	.50	1.75
White (Upright Branching).....	.35	.50	1.75
Mixed25	.40	1.50

ASTERS Continued on Next Page

WILT-RESISTANT ASTERS will produce more perfect flowers and consequently increase your income from cut flowers, as well as to better satisfy your home garden trade.



Aster—Improved Giants of California
Also known as “Chicago Giant Beauty”
(About one-half natural size)

ASTERS, WILT-RESISTANT (Continued)			
Upright Branching			
A desirable commercial class. Blooms late August to early September.			
	Tr. Pkt.	¼ oz.	Oz.
Rose Pink. Deep rose, good.....	\$0.35	\$0.50	\$1.75
White35	.50	1.75
Peach Blossom. Light rose. Excellent market cut flower35	.50	1.75
Purple35	.50	1.75
Mixed Colors.....	.25	.40	1.50
American Branching			
Mid-season to late flowering.			
	Tr. Pkt.	¼ oz.	Oz.
Ball White. Medium early.....	\$0.35	\$0.50	\$1.75
A. B. C. White. Blooms about September 10th....	.35	.50	1.75
Azure Blue. Clear mid-blue.....	.35	.50	1.75
Improved Simple Pink. Shell pink.....	.35	.50	1.75
Peach Blossom.....	.35	.50	1.75
Light Rose.....	.35	.50	1.75
Deep Rose.....	.35	.50	1.75
Purple35	.50	1.75
Mixed Colors.....	.25	.40	1.50
American Beauty (Incurved Form)			
Blooms September 25th to October 1st.			
	Tr. Pkt.	¼ oz.	Oz.
Azure Fairy. Azure blue or dark lavender.....	\$0.35	\$0.50	\$1.75
Purple35	.50	1.75
Purple Prince. Deep marine violet.....	.35	.50	1.75
September Beauty. Delicate shell pink.....	.35	.50	1.75
Crimson35	.50	1.75
Deep Rose.....	.35	.50	1.75
White35	.50	1.75
Mixed Colors.....	.25	.40	1.50
Heart of France (Improved)			
Brilliant Red. Blooms about August 15th. Generally considered the best red Aster. Tr. Pkt.....50c ¼ oz.....75c Oz.....\$2.50			
AURORA (Golden Sheaf), Yellow Self			
A splendid free flowering Aster, with large full flowers, quilled centers and outer band of broad petals. Height 2 feet; fine for cutting; late August blooming. Tr. Pkt...50c ¼ oz...75c Oz...\$2.50			
Single, Chinensis			
Flowers, daisy-like petals, wide and closely placed. Blooms in late August			
	Tr. Pkt.	¼ oz.	Oz.
Dark Blue.....	\$0.25	\$0.40	\$1.50
Lavender25	.40	1.50
White25	.40	1.50
Dark Scarlet.....	.25	.40	1.50
Flesh Pink.....	.25	.40	1.50
Mixed20	.35	1.25

ASTERS, WILT-RESISTANT (Continued)
Following Are Desirable Wilt Resistant Asters of “AMERICAN COMET” Type.
Astermum Lavender. Fairly dark azure blue.
Astermum Rose Pink. Bright rose-pink of upright growth. Excellent market color.
Astermum White. Earlier but not so full or large as Crego White.
Comet Blush Pink. Valuable for earliness and light color effect.
Comet Light Blue. Fine size and good cut flower shade. Highly resistant.
*Crego Azure Blue. Attractive light blue, medium size, excellent color.
*Crego Blue Flame. A rich fairly deep blue with extra large, fully double flowers on good stiff stems.
Crego Deep Rose. Rich deep rose. Do not confuse this with Rose Pink.
Crego Orchid (Cattleya). This is a very rich subdued rosy lavender—a true “Orchid” shade and original in Asters.
Crego Peachblossom. Attractive light lavender-pink—Phlox Pink color.
Crego Shell Pink. Very fine bright shade.
Crego White. Large, full and clear color.
*Ostrich Feather Peach Blossom. An attractive, fairly deep rose pink. Excellent for market.
Crego and Comet Types Mixed.
Prices on all Resistant Strain Asters listed above—
Tr. Pkt.....35c ¼ oz.....50c Oz.....\$1.75
Improved Giants of California (Crego Type). Light Blue.
Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

ASTERS Bodger’s Famous “Regular” Strains

SPECIAL NOTE
In soil that is clean and rot is not to be considered our “Regular” Strains of California Asters, listed below, will be found generally satisfactory. However, if in doubt, plant “Bodger’s Wilt-Resistant” Strains. The small difference in cost of seed is of little moment compared to crop results.

Imbricated Pompon (Improved)			
These small Pompon Asters have the past few years had great vogue with California growers and the past season were introduced to Eastern retailers, with the result that they are now generally acceptable and highly thought of as cut flowers.			
	Tr. Pkt.	¼ oz.	Oz.
Rose	\$0.35	\$0.65	\$2.25
Light Blue.....	.35	.65	2.25
Light Blue. White center.....	.35	.65	2.25
Crimson. White center.....	.35	.65	2.25
White35	.65	2.25
Mixed25	.50	1.75
Early Wonder			
These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems. 12 inches.			
White, Rose, or Lavender.			
Any of the above—Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75			
Mixed colors—Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.50			
Improved Queen of Market			
18 inches. Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.			
	Tr. Pkt.	¼ oz.	Oz.
White	\$0.25	\$0.30	\$1.00
Dark Lavender.....	.25	.30	1.00
Deep Rose.....	.25	.30	1.00
Rose Pink.....	.25	.30	1.00
Mixed25	.30	1.00
The Royal (Early Royal Branching)			
2 feet. Comes into bloom shortly after Queen of the Market; a specially fine Aster to follow said variety. Blooms of large size.			
	Tr. Pkt.	¼ oz.	Oz.
White	\$0.25	\$0.35	\$1.25
Lavender25	.35	1.25
Deep Rose.....	.25	.35	1.25
Rose Pink.....	.25	.35	1.25
Mixed25	.35	1.25

ASTERS Continued on Next Page

ASTERS

Bodger's Famous "Regular" Strains

(Continued)

American Branching

2½ to 3 feet. Robust, flowers large, double and fine form. Blooming in early September.

	Tr. Pkt.	¼ oz.	Oz.
White	\$0.25	\$0.30	\$1.00
Lavender25	.30	1.00
Peach Blossom. Opens white, flushes lavender pink25	.30	1.00
Peerless Yellow (Golden Sun). Opens yellow, turns cream35	.60	2.25
Rose. Light rose25	.30	1.00
Mixed25	.30	1.00

King Type

Flowers large and full, with needle-like strong petals; excellent for shipping. Plants 2 to 2½ feet. Blooming in August.

	Tr. Pkt.	¼ oz.	Oz.
Lavender (Upright)	\$0.25	\$0.35	\$1.30
White (Upright)25	.35	1.30
Rose (Upright)25	.35	1.30
Violet (Branching)25	.35	1.30
Mixed20	.30	1.00

Improved Giants of California, Curled and Interlaced

(Also known on the Chicago Cut Flower Market as "Chicago Giant Beauty.")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

Deep Rose, White, Peach Blossom.

Each of above. Tr. Pkt.	35c	¼ oz.	75c	Oz.	\$2.25
Mixed, all colors. Tr. Pkt.	35c	¼ oz.	75c	Oz.	\$2.25

Super Giant Los Angeles

Award of Merit 1934 All-America Selections.

Los Angeles, Bodger's introduction of a few seasons ago, is still one of the most popular and best selling Asters on the market. The first introduction in the modern Super Giant class, the flowers are fully double, 6 to 8 inches across, graceful and delicately interlaced. The long, stiff stems are basal branching and strictly non-lateral, bearing the large flowers smartly upright. Don't overlook this fine Aster.

Tr. Pkt.	35c	¼ oz.	75c	Oz.	\$2.50
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Super Giant El Monte

Two seasons ago we introduced the sensational new Super Giant Aster Los Angeles, a delicate shell pink color. Extremely popular in the cooler climes, a more rugged color was desired in the warmer lands. This wish is met completely in our new companion Super Giant, El Monte, the only really large flowered crimson Aster. Deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, borne on heavy non-lateral, basal branched stems. It is very early blooming, coming in before the California Giant varieties, and remaining in flower over a long period. Although not wilt-resistant, we highly recommend El Monte to you. Plant El Monte for your earliest Giant Aster. Tr. Pkt. 35c ¼ oz. 80c Oz. \$2.75

Ball White

A choice white cut-flower Aster. (For cut-flowers, however, we recommend the wilt-resistant Ball White.)

Tr. Pkt.	35c	¼ oz.	50c	Oz.	\$1.75
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Boltze's Dwarf Bouquet

Choice for pot plants. Mixed colors.

Tr. Pkt.	25c	¼ oz.	50c	Oz.	\$1.50
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Single Southcote Beauty

Free flowering strain of branching habit. Height, 2 ft. Blooming in early September. Desirable for bedding. For cut-flowers we recommend the "Single Chinensis Strain" offered under the heading of "Resistant Strains."

	Tr. Pkt.	¼ oz.	Oz.
Dark Blue or Purple	\$0.25	\$0.50	\$1.50
Light Blue or Mauve25	.50	1.50
Light Rose25	.50	1.50
Scarlet25	.50	1.50
White25	.50	1.50
Mixed20	.40	1.25



Aster, Improved New Giant California Sunshine

(About one-half natural size)

NEW ASTER "CALIFORNIA GIANT SUNSHINE" IN SEPARATE COLORS

Alpenglow

Color charting this Aster in Ridgway, we have the following: Guard petals, Rosolane purple, quilled petals, pale rose purple; center, Premuline yellow.

Blue Moon

The guard petals are the same beautiful light blue color so much admired in Aster California Giant Light Blue. The quilled petals are several shades lighter, while the center is an amber yellow.

Moonbeam

The blooms of this Aster are snow white, with a small center of soft orange.

Rainbow

A bright rose-pink Aster of a true California Giant habit. The stems are long, strong and non-lateral. The guard and quilled petals are the same color, a delightful shade of bright rose-pink, with a center of soft orange.

Stratosphere

A rich dark blue, which might be compared in color to Light Purple in the California Giants. The guard petals are pansy violet and the quilled petals are lavender, with the center a charming shade of orange. Price, each of above:

Tr. Pkt.	35c	¼ oz.	90c	Oz.	\$3.00
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*AUBRIETIA (Rainbow Rock Cress)

Rose Queen. Large, clear pink flowers on plants 4 inches high.

Tr. Pkt.	50c
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Large-Flowering Hybrids. A beautiful dwarf rock plant, covered with sheets of bright flowers in spring and early summer.

Tr. Pkt.	40c	Oz.	\$2.00
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*AURICULA (Primula Auricula)

A well-known favorite of great beauty. Seed saved from splendid choice mixed varieties; half-hardy perennials; 6 in.

Tr. Pkt.	50c	¼ oz.	\$2.00
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BALSAM (Lady Slipper)

Varieties Bismarck and White Perfection especially recommended for memorial designs. Camelia-Flowered.

Pink. Tr. Pkt.	\$0.15	Oz.	\$0.60
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Scarlet. Tr. Pkt.15	Oz.60
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Bismarck. Salmon. Tr. Pkt.15	Oz.75
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White Perfection. Tr. Pkt.15	Oz.75
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Finest Mixed. Tr. Pkt.10	Oz.60
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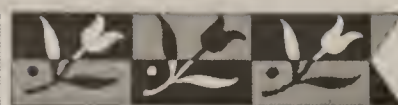
BALSAM APPLE and BALSAM PEAR

Curious climbers. Tr. Pkt. 10c Oz. 40c

BALLOON VINE

"Love in a Puff." Tr. Pkt. 10c Oz. 40c

BLACKMORE AND LANGDON'S DELPHINIUMS ARE IN A CLASS BY THEMSELVES



New Begonia Semperflorens Marginata "Elegant"

BEAN (Scarlet Runner)

Desirable climber. Oz.....10c Lb.....25c

BAPTISIA (False Indigo)

*Australis. Deep blue. Tr. Pkt.....30c Oz.....\$1.50

BARTONIA AUREA

Golden Yellow. Tr. Pkt.....10c Oz.....30c

BACHELOR BUTTONS

(See Centaurea Cyanus).

BEGONIAS

FIBROUS ROOTED

For greenhouse pot plants or summer bedding.

While easily grown on from cuttings, such plants are hardly ever as good when grown from seed. As a bedding plant there is nothing more satisfactory; also excellent as a pot-plant, and for a "filler" with other plants.

BEGONIA SEMPERFLORENS

"Eriksson's New Scandinavia." A new, continuous flowering, Semperflorens Begonia with a wonderful branching habit, and many other good qualities. Sow seed in January for Memorial Day; in May or later, for winter; October or November, for Mother's Day purpose. Red and pink shades, mixed. Tr. Pkt....\$1.50 3 pkts. for....\$4.00

Albert Martin. Bright carmine, extra large flowered.

Tr. Pkt.....50c 1/32 oz.....\$1.00

Christmas Cheer. Extra large-flowered crimson-scarlet.

Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

Christmas Pink. This variety is of same habit as Christmas Cheer and equally as good. Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

Darling (New). According to our trial of it, this is one of the choicest Semperflorens Begonias that has come from Germany for a long time. Of compact growth, 8 to 10 inches, with large, light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas. Tr. Pkt.....\$1.00 1/64 oz.....\$2.25

Elegant (New). White attractively edged crimson, clear green foliage that contrasts well with the flowers. Tr. Pkt...\$1.00 1/64 oz...\$2.00

Erfordi. Pink. Tr. Pkt.....50c

Fire Sea or Blaze of Fire. Extra dwarf compact habit. Large fiery red flowers with green foliage. Good. Tr. Pkt...\$1.00 1/32 oz...\$2.00

Glory of Erfurt. Large bright carmine. Tr. Pkt...50c 1/32 oz...\$2.00

Glow. Dark red flowers; foliage light bronze; free blooming and compact. Tr. Pkt.....75c 1/32 oz.....\$2.50

Gustav Knaake. Glowing salmon-pink, resembles Melior.

Tr. Pkt.....\$1.00 1/32 oz.....\$1.75

Lightning. Extra large flowers measuring 2 inches across and of deep carmine-scarlet shade—an extra deep bright shade in Begonia.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Radio. Extra large carmine-scarlet, green foliage. Excellent.

Tr. Pkt.....\$1.00 1/32 oz.....\$2.50

Salmon Queen. Salmon red. Tr. Pkt.....50c 1/32 oz.....\$1.50

Scarlet Queen. Large flowered glowing scarlet, dark bronze-green foliage. Tr. Pkt.....50c 1/32 oz.....\$1.50

Vernon. Deep blood-red and dark leaved.

Tr. Pkt.....25c 1/16 oz.....50c

Semperflorens Mixture. Tr. Pkt.....25c 1/8 oz.....50c

BEGONIA "Westport Beauty"—A beautiful addition to this family.

Supplied in plants only. (See Plant Pages in this book).

BEGONIAS (Continued)

BEGONIA GRACILIS

This type produces very compact little plants that are literally covered with flowers.

Carmen. Bright pink flowers with richly contrasting bronze foliage. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75

Enchantress. A new Begonia of great value to the florist. (Better than Prima Donna.) Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering.

Tr. Pkt.....75c 1/64 oz.....\$1.75

Indian Maid. Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Luminosa. Deep scarlet with reddish brown foliage.

Tr. Pkt.....75c 1/32 oz.....\$1.75

Luminosa Compacta. From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Mignon. Brilliant salmon-scarlet, semi-dwarf.

Tr. Pkt.....50c 1/32 oz.....\$1.75

Prima Donna. Limpid rose shading to carmine. Very excellent variety. Tr. Pkt....\$1.00 1/32 oz....\$2.50 1/16 oz....\$4.00

Tausendschoen (Gracilis). Lustrous rose. Tr. Pkt.....75c

Said to be the best bedding variety in existence.

White Pearl. Best white, light green foliage.

Tr. Pkt.....50c 1/32 oz.....\$1.50

BEGONIAS (Double Flowered)

Coppery Gold (New). Double flowered. Many flowers are like tiny roses which are very effective when fully opened. Color: old gold merging into copper red or coppery salmon, usually tinged with carmine. The seedlings produce about 80% doubles. Blooms from July until frost. Tr. Pkt.....\$1.00

Mrs. Helen Harms (New). The flowers are about 1½ inches in diameter and of a deep canary yellow. A worthy addition to this new family. Tr. Pkt.....\$1.00

TUBEROUS ROOTED BEGONIAS

Single. Large Flowering. Mixed. Tr. Pkt....50c 1/32 oz....\$2.50

Double. Large Flowering. Mixed. Tr. Pkt....\$1.00 1/64 oz....\$6.00

Lloydii. Easily grown from seed and enjoys a fairly warm temperature, ideal for hanging baskets because of its pendulous habit. Nice 4 inch pot plants can be flowered late June from a January sowing. Tr. Pkt.....\$1.00

Narcissus-flowered Mixed. Comes 80% true to a large semi-double Narcissus-like flower, and contains yellows, pinks and salmon-reds.

Tr. Pkt.....\$1.00

Lloydii. A pendulous habit adapts it very well to hanging basket work. Mixed colors. Tr. Pkt.....\$1.00 1/64 oz.....\$5.00

*BELLIS PERENNIS (Double English Daisy)

The Giant sorts are of the largest size. The flowers of the other sorts are smaller but produce very freely.

	Tr. Pkt.	¼ oz.	Oz.
Monstrosa Giant White.....	\$0.25	\$0.65	\$2.25
Monstrosa Red Improved.....	.25	.65	2.25
Monstrosa Rose25	.65	2.25
Monstrosa Mixed25	.60	2.00
The Bride or Improved Snowball. White.....	.25	.40	1.50
Longfellow. Double pink.....	.25	.40	1.50
Finest Double Mixed.....	.25	.35	1.00
Double Quilled (Tubulosa).....	.30	.40	1.50

BLUE LACE FLOWER (Improved Didiscus Coeruleus)

A very much improved strain of this valuable cut-flower. Excellent for bouquets. Flowers continually from July until frost. A money-maker for florists. Tr. Pkt.....20c Oz.....80c ¼ lb.....\$3.00

*BOCCONIA (Plume Poppy, Tree Celandine)

Cordata. Foliage glaucous green; bears many spikes 2 to 3 feet long set with cream-colored flowers; 6 to 8 feet. Easily raised from seed.

Tr. Pkt.....10c Oz.....40c ¼ lb.....\$1.25

*BOLTONIA (False Chamomile)

Asteroides. Pure white. Tr. Pkt.....35c Oz.....\$4.20

Latisquama. Pink, tinged lavender. Tr. Pkt.....25c Oz.....\$2.00

BRACHYCOME IBERIDIFOLIA (Swan River Daisy)

A free blooming annual with small flowers.

Azure Fairy. Azure blue. Early and free flowering.

Tr. Pkt.....25c Oz.....75c

Mixture. Shades of blue, pink and white. Tr. Pkt...15c Oz...65c

You may deduct 5% on Flower Seed purchase, if cash accompanies order.



"Supreme" Quality



Flower Seeds



BROWALLIA

Very useful flowering annuals.

Browallia Speciosa Major. Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

Tr. Pkt.....40c 1/32 oz.....\$1.00

Speciosa Major Alba. Same as above but pure white.

Tr. Pkt.....50c 1/64 oz.....\$1.50

Viscosa Compacta Sapphire. Excellent pot plant. Compact grower. Dark blue flowers with white eye. Tr. Pkt....35c 1/16 oz....\$1.00

CACALIA (Tassel Flower)

Coccinea. Scarlet. Tr. Pkt.....15c Oz.....50c

CALCEOLARIA

Our strain of these is produced by the foremost specialists of the world.

A. B. C. Triumph Mixed. A special florists' selection. Medium dwarf in growth, producing an exceptional assortment of colors and shades. Highly recommended. Tr. Pkt.....\$1.00

New Calceolaria, Indian Prince. This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class. Tr. Pkt.....\$1.00

Golden Tiger. Bright, golden yellow flowers with dark brownish red dots, masses of small substantial blooms spread in plenty above the foliage. Multiflora Nana type. A most desirable new kind. Tr. Pkt.....\$1.00

Cloth of Gold. Medium large flowered, rich pure golden yellow. Tr. Pkt.....\$1.00 1/64 oz.....\$3.25

Albert Kent. Immense trusses of golden yellow flowers with maroon blotches. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Hybrida Multiflora Nana. Dwarf compact growth. Medium size brightly colored flowers in choicest mixture. A great favorite with the trade. 1/2 Tr. Pkt....50c Tr. Pkt....\$1.00 1/64 oz....\$4.50

Hybrida Grandiflora Mixed. A special mixture of varied colorings. Grows about 18 in. high. Large flowered, vigorous growth. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Albert Kent Hybrids. A much liked mixture of varied colors. Tr. Pkt.....\$1.00 1/64 oz.....\$3.25

Kelway's Perfect Model. A fancy large flowered mixture. Tr. Pkt.....\$1.00 1/64 oz.....\$2.25

Hybrida Grandiflora Tigrina. Large flowered "Tigred" or spotted mixture. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Rugosa Hybrids Mixed. Comparatively small flowers. Provide pot-plants and desirable for cutting. Tr. Pkt.....\$1.00

CALCEOLARIA HYBRIDA "FLOWER CLOUD"

indicates its descent from the rugosa type by its extraordinary mass of bloom. Over a hundred "Lady's Slippers" about 1 inch large, on the center stem form large dense bouquets which, joined later by several hundred blossoms on the numerous side shoots, form giant umbels, aptly described as "Clouds." It starts flowering somewhat later than the multiflora nana and earlier than the rugosa Calceolarias and lasts for weeks in undiminished glory. The striking, brilliant light yellow show plants, on an average 12 inches high, must appear very desirable to every spectator. Besides yellow, there are varying shades of brown and orange. The hardiness of flowers and foliage makes transport easy, and use in the open possible, and increases its value as a market plant. Tr. Pkt.....\$1.00 1/128 oz.....\$4.00

FELTHAM SCARLET

This is one of the most striking colors among the splendid hybrid Calceolaria which we introduced last year under the name Feltham Glory, and we have decided to issue it separately. The plants are fairly dwarf and compact in habit and the flowers of a rich dark scarlet, which will make a glorious show in the greenhouse and a bright display in a somewhat sheltered position in the open ground. Tr. Pkt.50c

CALENDULAS

A. B. C. IMPROVED SENSATION

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.

Tr. Pkt.....25c 1/4 oz.....60c 1/2 oz.....\$1.00

1 oz.....\$1.50 2 oz.....\$2.75 4 oz.....\$5.75

Orange Fantasy. Tr. Pkt.....25c



Calendula A. B. C. Improved Sensation

CALENDULAS (Continued)

FRILLED BEAUTY

The flowers are large and full, completely double, with good stiff petals which are semi-rounded in appearance, giving good body to the flower. Stems are long and fine for cutting, while the plant makes a strong heavy growth. The color is a deep orange. You will be entirely satisfied with Frilled Beauty.

Frilled Beauty. Tr. Pkt.....25c 1/4 oz.....35c Oz.....\$1.00

IMPROVED ORANGE SHAGGY

Deep orange shading lighter at the center, exceedingly graceful and informal in appearance, it is a striking contrast to the formal Calendulas in general use. The plants are free flowering, neat and compact, bearing long stems which make the fringed petaled flowers equally useful in the garden or for cutting.

Tr. Pkt.....15c 1/4 oz.....35c Oz.....\$1.00

CHRYSANTHA OR SUNSHINE

The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum.

Tr. Pkt.....20c Oz.....75c 2 oz.....\$1.25

The Ball Calendulas

New Crop Seed Supplied to Us by Geo. J. Ball, Inc., West Chicago, Ill., in his Original Sealed Packages

ALL of the following uniformly priced as follows:

Tr. Pkt.....40c 1/4 oz.....60c Oz.....\$2.00

2 oz.....\$3.50 4 oz.....\$6.50 Lb.....\$20.00

Ball's Masterpiece. Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cut-flower variety.

Ball's Long Orange. The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

Ball's Sensation. Long-stemmed orange with light center. This is a selection from Long Orange that seems to do particularly well for some growers.

Ball's Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Ball's Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Ball's Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Ball's Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

Ball Calendula Mixture.

Tr. Pkt.....35c 1/4 oz.....50c Oz.....\$1.75 Lb.....\$18.00

Calendulas, "A. B. C. Sensation," "Masterpiece," "Long Orange," and "Gold" are particularly recommended.—A. B. C.

CALCEOLARIA PLANTS, IN THE "BETTER" VARIETIES, SUPPLIED IN SEASON



CALENDULAS (Continued)

The following are desirable kinds for bedding. (Not recommended for cut flower production).

Lemon Queen. Light or lemon yellow.

Radio. Bright orange with quilled petal. Of compact growth and distinctly effective for bedding.

Radio Golden Beam. Clear yellow Radio.

Sunshine. Semi-double, bright yellow and of upright growth. We find this identical with the variety Chrysantha.

Orange King. Dark centered orange, of compact growth and valuable for bedding.

Price: All the above bedding varieties.

Tr. Pkt.....15c Oz.....60c 2 oz.....\$1.00

Bedding Mixture. Evenly proportioned mixture of all compact bedding varieties. Tr. Pkt....15c Oz....50c 4 oz....\$1.50 Lb....\$5.00

CALLIOPSIS (Annual)

Golden Wave (Drummondii). Yellow.

Tr. Pkt.....15c Oz.....25c Lb.....\$2.25

Nigra Speciosa. Dark brown. Tr. Pkt.....15c Oz.....25c

Radiata Tigrina (Tiger Star). Tr. Pkt.....10c Oz.....40c

Mixed Dwarf. Tr. Pkt.....10c Oz.....30c

CALLIOPSIS

Golden Crown (New). Rich golden yellow, shining maroon central zoning. Tr. Pkt.....35c

CAMPANULA

CAMPANULA

CANTERBURY BELLS (New Annual, Single)

Bring Spring to the garden in September.

Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. Seed planted in February blooms in July.

Angelus Bell. Deep Rose.

Tr. Pkt.....15c ¼ oz.....25c Oz.....\$1.00

Blue Bell. Cambridge Blue.

Tr. Pkt.....15c ¼ oz.....25c Oz.....\$1.00

Liberty Bell. Violet-Blue.

Tr. Pkt.....15c ¼ oz.....25c Oz.....\$1.00

Mission Bell. Pink.

Tr. Pkt.....15c ¼ oz.....25c Oz.....\$1.00

Wedding Bells. Pure White.

Tr. Pkt.....15c ¼ oz.....25c Oz.....\$1.00

Choice Mixed contains dark blue, light blue, pink, rose and white. Winner of Gold Medal in the 1933 All-America Selections.

Tr. Pkt.....10c ¼ oz.....25c Oz.....75c

CAMPANULA (Bell-Flower)

(BIENNIAL)

	Tr. Pkt.	Oz.
Carpatica, Blue (Carpathian Hare Bell). Color clear blue; grows 6 inches high.....	\$0.20	\$0.75
Carpatica, Alba. The white-flowered form.....	.20	.75
Latafolia Macrantha. Large purplish blue; 2 feet....	.30	1.50
Persicifolia Grandiflora, Blue (Peach Bells). Grows 2 to 3 feet high. Has large blue flowers.....	.30	2.00
Persicifolia Grandiflora, Alba. White-flowered Peach Bells30	2.00
Persicifolia Telham Beauty. Immense bell-shaped flowers of a pale China blue, produced on long stems; 2 feet.....(½ oz., \$1.25)	.75	...
Pyramidalis, Blue (The Chimney Bellflower). A beautiful, hardy plant. Blue salver-shaped flowers; 4 to 6 feet.....	.30	1.50
Pyramidalis, Alba. Same as above but with white flowers30	1.50
Rotundifolia (Blue Bells of Scotland). Grows about a foot high. Has graceful drooping mid-blue bell-shaped flowers. A splendid subject for the rockery or front of hardy border.....(½ oz., \$1.00)	.50	5.00

CAMPANULA (Continued)

CANTERBURY BELLS (Campanula Medium)

	Tr. Pkt.	Oz.
Calycanthema, Dark Blue	\$0.30	\$1.50
Calycanthema, Light Blue or Lavender30	1.50
Calycanthema, Rose-Pink30	1.50
Calycanthema, White30	1.50
Calycanthema, Mixed25	1.25
Single Dark Blue10	.40
Single Light Blue10	.40
Single Rose10	.40
Single White10	.40
Single Mixed10	.30
Double Blue25	1.00
Double Pink25	1.00
Double White25	1.00
Double-Flowering Mixed20	.80

CANARY BIRD VINE

Tropaeolum Canariense. Flowers bright canary yellow.

Tr. Pkt.....10c Oz.....25c ¼ lb.....75c

CANDYTUFT (Annual)

If you have grown annual candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring. It will take about five months to bring them into flower indoors. Plans may be made accordingly, taking into consideration the period cut flowers will be of most use to the individual florist. A good time for one planting is soon after the winter holidays as space becomes available. Some growers sow the seed singly, planting out later at the distance of a foot apart.

A. B. C. SPECIAL GIANT HYACINTH FLOWERED

White. Particularly recommended for under glass; provides excellent cut flowers.

Tr. Pkt.....15c Oz.....75c ¼ lb.....\$2.25 Lb.....\$7.00

We have an exceptionally fine strain of the true kind.

CANDYTUFT

Empress. Large white, 1 foot.

Tr. Pkt.....15c Oz.....30c Lb.....\$3.25

Umbellata Type. Valuable for cutting.

	Tr. Pkt.	Oz.	Lb.
Pink. Flesh color. 12 inches.....	15c	40c	\$3.50
Carmine. 12 inches.....	15c	40c	3.50
Lavender. 12 inches.....	15c	40c	3.50
Lilac. 12 inches.....	15c	40c	3.50
Rose Cardinal. 12 inches. Brilliant rosy red.....	15c	50c	4.50
Crimson. 12 inches.....	15c	40c	3.50
Mixed. 12 inches.....	10c	30c	2.25
Miniature Gem. Miniature white flowers about 3½ inches high. Each plant produces 4 to 6 spikes. A real gem for rock gardens.			
Tr. Pkt.....	20c	¼ oz.....30c	Oz.....90c

*GIBALTARICA (Candytuft)

Lilac, shading to white.....\$0.15 \$0.25 \$1.50

*SEMPERVIRENS (Candytuft)

Fine for edging borders. Flowers white.....\$0.35 \$0.50 \$1.50

CANNAS

Crozy's Finest Mixed. Dwarf varieties.

Tr. Pkt.....20c Oz.....60c

CARDINAL CLIMBER

Ipomoea Quamoclit Hybrids. Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed. Tr. Pkt.....20c Oz.....75c

CARNATION

Engleman's Perpetual Flowering. Gold medal mixture. A hybrid mixture of perpetual or greenhouse Carnations, may be grown outdoors during the summer, if disbudded. Tr. Pkt...\$1.00 1/16 oz...\$1.60

Enfant de Nice Strain. Preferred by many. Red, rose, salmon, or white.

Tr. Pkt.....50c ½ oz.....\$1.00 ¼ oz.....\$1.75

Mixed. Tr. Pkt.....35c ¼ oz.....\$1.25

Chabaud's Giant Improved Strain. Cardinal red, deep rose, flesh pink, rose pink, and white....Tr. Pkt...25c ¼ oz...60c Oz...\$2.00

Mixed. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.25

Note!—Enfant de Nice and Chabaud Carnations provide desirable cut-flowers outdoors during the summer if shaded from bright sun, fairly hardy with protection. Sow seed early.



CARNATION (Continued)

MARGUERITE (Special Mixed)

The Marguerites are very early flowering, giving an abundance of bloom within five months from planting. The flowers are very fragrant, on good stems and 16 to 20 inch plants.

Tr. Pkt. 25c Oz. \$1.25

CARNATIONS (Perennial or Hardy Varieties)

	Tr. Pkt.	Oz.
*Grenadin—		
Black King, dark red.....	\$0.40	\$2.50
Cardinal, scarlet.....	.40	2.50
Triumph Pink, Rose Pink.....	.40	2.50
White, Snow white.....	.40	2.50
White Gold, Soft yellow.....	.40	2.50
Mixed30	2.00
Double Border, Fine mixed, dwarf.....	.30	1.25
Early Vienna Mixed.....	.30	1.50

CELOSIA (Coxcomb)

New Celosia Heatherdell. Giant trusses of elegantly feathered and interlaced plumes. Red, pink, henna and yellow shades mixed.

Tr. Pkt. 50c

PLUMOSA (Ostrich Plume)

Plumosa Crimson, 2½ feet. Tr. Pkt.....	25c	Oz.....	\$1.25
Plumosa Orange, 2½ feet. Tr. Pkt.....	25c	Oz.....	\$1.25
Plumosa Mixed, 2½ feet. Tr. Pkt.....	20c	Oz.....	\$1.00
Pride of Castle Gould, 2 to 3 feet. Colors from deep crimson to light yellow.			
Mixed. Tr. Pkt.....	35c	Oz.....	\$2.50
Thompsoni Magnifica. Grows 2 feet high. The choicest mixture of the feathered varieties.			
Mixed. Tr. Pkt.....	25c	Oz.....	\$2.50
Childsi (Chinese Woolflower). 3 feet. Crimson, Pink, Yellow or Mixed. Tr. Pkt.....	25c	Oz.....	\$1.25
Plumosa Superba. The highest bred strain of Plumed Celosias. The result of 30 years of careful and continued selection. The most beautiful and showy of annuals. Great fluffy plumes of the most brilliant colors. A never fading flower which continues to increase in beauty until killed by frost.			
Tr. Pkt.....	35c	¼ oz.....	\$1.00
¼ oz.....			\$1.75
Improved Flame of Fire. Excellent pot plant. Also desirable for bedding and cutting. 18 inches. Tr. Pkt.....	50c	¼ oz.....	\$1.00
NOTE!—"Flame of Fire" was used in a striking manner at the 1937 F. T. D. Convention, Philadelphia, Pa., associated with Gardenias as a corsage.			

CELOSIA BRYSONI (Chrysanthemiflora)

One of the most effective and largest florists cut flowers.

Mixed. Tr. Pkt..... 25c ¼ oz..... 50c

CELOSIA CRISTATA (Dwarf Cockscomb)

For beds, borders and pots.

Glasgow Prize. Dark crimson. Tr. Pkt.....	25c	Oz.....	\$2.00
Empress. Bright red; dark foliage. Tr. Pkt.....	25c	Oz.....	\$2.00
Choice Mixed. Tr. Pkt.....	25c	Oz.....	\$2.00
Miracle. Tall cristata, large heads. Found as a sport among Plumed Celosias, and developed and fixed to type by many years selection. Grows two to three feet high without branches terminated with re- markable coxcombs of enormous size, some round, others cockscomb shape, with surface like velvet plush, others of waved or corrugated appearance.			
The range of color is remarkable. Brilliant shades of red from dark crimson to scarlet, white, yellow, salmon and gold, golden pink, bronze, purple, etc. At its best, September until frost.			
Mixed colors. Tr. Pkt.....	35c	¼ oz.....	75c

CENTAUREA

Cyanus, Cornflower. Popular free-flowering annuals. Now largely grown under glass particularly for Mother's Day sales, also Decoration Day.

A. B. C. Special Strains. The flowers of these strains are very large. Fully double and the colors intensified. Exceptional florists' quality. Blue Boy, Double Blue, Black Boy, Blackish Maroon, Red Boy, Deep Red, Pinkie, Deep Pink, Snow Man, White, Special Mixed. Each of above—

Tr. Pkt..... 15c Oz..... 40c ¼ lb..... \$1.40

JUBILEE GEM (New)

A dwarf, compact-growing form, deep blue flowers, 12 inches tall. Desirable for borders and bedding.

Tr. Pkt..... 35c ¼ oz..... 75c Oz..... \$2.50

CENTAUREA (Continued)

CYANUS (Standard Strains)

	Tr. Pkt.	Oz.	Lb.
Double Blue.....	\$0.15	\$0.40	\$4.00
Carmine15	.40	4.00
Double Rose.....	.15	.40	4.00
Double White15	.40	4.00
Double, Atropurpurea. Maroon.....	.15	.40	4.00
Double, Ruby. Rich, deep ruby.....	.15	.40	4.00
Mauve.15	.40	4.00
Mauve Queen. Soft mauve.....	.15	.40	4.00
Double. Choice mixture.....	.15	.40	4.00

CENTAUREA (Large Flowered)

Imperialis. Fine for cutting.

	Tr. Pkt.	Oz.
Giant Rose.	\$0.15	\$0.50
Deep Lavender15	.50
Lilac15	.50
Purple15	.50
White15	.50
Favorita. Rose-lilac.20	.50
Imperial Giant. Mixed.....	.15	.40

VARIOUS CENTAUREAS

Americana. Grows 3 feet high and bears immense thistle-like blooms of a rosy-lavender color. Splendid for cutting.

Tr. Pkt. 15c Oz. 50c

Americana Alba. White. Tr. Pkt..... 15c Oz. 50c

Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt..... 20c Oz..... 60c

Moschata. Mixed Sweet Sultan. Tr. Pkt..... 15c Oz..... 50c

CENTAUREA, WHITE LEAVED, (Dusty Miller)

For borders, vases, baskets, etc.

Candidissima. 6 inch. Silver gray foliage.

Tr. Pkt..... 25c ¼ oz..... 50c Oz..... \$1.40

Gymnocarpa. 24 inch. Fine, silvery foliage.

Tr. Pkt..... 15c Oz..... 50c

CENTAUREA (Hardy Cornflower)

*Dealbata. A native of Asia Minor, bearing distinct bright rose colored flowers; July to September; 1½ to 2 feet. Tr. Pkt... 30c Oz... \$1.50

*Macrocephala. Large thistle-like golden yellow flowers borne freely during July and August; 3½ feet. Tr. Pkt..... 25c Oz..... \$1.00

*Montana (Perennial Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September. Tr. Pkt... 15c Oz... 50c

CERASTIUM (Snow in Summer)

*Tomentosum. A desirable low-growing plant with silvery foliage and white flowers in June. Suitable for the rockery or for carpeting dry, sunny spots or for covering graves. Tr. Pkt..... 25c Oz..... \$1.00

CHEIRANTHUS

These are biennials. Very effective in the rockery or front of border.

Allioni (Siberian Wallflower). Brilliant orange flowers.

Tr. Pkt..... 15c Oz..... 40c ¼ lb..... \$1.25

Linifolius (Alpine Wallflower). Flowers bright mauve.

Tr. Pkt..... 25c Oz..... \$1.00

CHELONE

Showy, hardy perennial bedding plant. Fine for cutting.

Tr. Pkt. Oz.

*Barbata Torrey. Brilliant scarlet; 4 feet..... \$0.20 \$0.80

*Barbata Mixed. Various colors; 4 feet..... .20 .80

CHINESE FORGET-ME-NOT

Tr. Pkt. Oz.

Cynoglossum Amabile. An exceptional cut flower for

under glass or outside. Blue..... \$0.15 \$0.30

Amabile Pink..... .25 .80

CHINESE WOOLFLOWER (Celosia Childsi)

Very effective for beds and borders. Ball-shaped flowers resembling silky wool. Crimson, pink, yellow, or mixed.

Tr. Pkt..... 25c Oz..... \$1.25

CHORIZANTHE (Turkish Rugging)

Palmeri. Dense mat-like Statice flowers. Tr. Pkt.... 10c Oz.... 75c

CHRYSANTHEMUMS (Hardy)

*Geisha (Cascade or Balcony Chrysanthemum). Provides a desirable pot plant; also suitable for hanging baskets and porch boxes. Produces masses of single flowers in shades of pink, rose, yellow, and white. Seed sown in March will flower in September and October.

Mixed colors. Tr. Pkt..... 50c ¼ oz..... \$1.50

*Mawi. Rich pink flowers, silvery foliage, for borders or rockery; very hardy. Tr. Pkt..... 50c 1/16 oz..... \$1.00



"Supreme" Quality



Flower Seeds



CHRYSANTHEMUMS HARDY (Continued)

- *Seedlings. A marvelous strain of early flowering Chrysanthemums in many beautiful colors. Single, semi-double, and double.
Tr. Pkt.....50c Oz.....\$5.00
- *Japanese Hybrids (Mixed). Autumn flowering; single.
Tr. Pkt.....40c Oz.....\$3.50

*CHRYSANTHEMUM (Shasta Daisy)	Tr. Pkt.	Oz.
*King Edward VII. The finest Moonpenny Daisy.....	\$0.20	\$0.60
*Shasta Daisy "Alaska." The largest and best of the Shasta Daisies.....	.25	.90

CHRYSANTHEMUM

Annual chrysanthemums are important florist's plants, being useful in many ways in the flower shop and, at the same time, they are inexact in their cultural needs. A number of annual species or plants which are treated as annuals are mentioned in the literature, but two kinds, *C. carinatum*, and *C. segetum*, cover most of the material now in general commerce. These are all easily grown, coming into flower quickly, and the modern kinds are mostly pleasing colors, making good cutting material outdoors in summer or under glass in winter. Perhaps the most popular species at present is *C. segetum*, especially the Star varieties, such as Evening Star (golden yellow), Eastern Star (light yellow with a dark disc and yellow ring), and Morning Star (immense flowers of an attractive primrose).

SEGETUM—	Tr. Pkt.	Oz.
Eastern Star. Light yellow.....	\$0.15	\$0.35
Morning Star. Primrose yellow.....	.15	.35
Evening Star. Sunflower yellow.....	.15	.35
White Star. Creamy, with yellow center.....	.15	.25
Single Mixed. Segetum.....	.15	.25

All of above have dark centers excepting White Star.

CARINATUM—	Tr. Pkt.	Oz.
Burridgeanum. White with scarlet zone.....	\$0.15	\$0.35
Northern Star. Giant white, yellow zone.....	.15	.35
Double Mixed. Coronarium annual.....	.15	.30
Golden Crest. (See Novelty Page in this book).....	.50	..
Zebra. (See Novelty Page in this book).....	.50	..

CINERARIAS

CINERARIA (Cremer's Prize)

Produces somewhat smaller blooms than does "Eriksson's" with plants of good height and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. Has taken first prize at the Philadelphia Show for the past three years. The originator is constantly improving the strain.

Tr. Pkt. (1000 seeds).....				\$1.50
1/32 oz.....	\$4.50	1/16 oz.....	\$8.00	1/8 oz..... \$15.00

ERIKSSON'S "PRIVATE STOCK" (Mixed)

CINERARIA ("Multiflora Maxima")

A new A.B.C. Introduction. Medium Sized Flowers—Plants of Medium Height. A Great Favorite in the Chicago Market.
Price: Tr. Pkt. of approximately 500 seeds.....\$1.50

NEW CINERARIA ("Siter's Rainbow Strain")

Although it carries immense flower heads, its compact growth and small round leaves require little room. Medium large flowers, ranging from the bright-eyed types to the finer pastel shades. Delivery from July on.

Originator's Packets. Each.....\$2.00
N. B.—The three above named strains are truly worth-while.

CINERARIA HYBRIDA GRANDIFLORA

A. B. C. Prize. The World's Best Strain of the Large Flowering Type. Blue Shades, Salmon Shades, Crimson, Prize Mixture.
Tr. Pkt....\$1.00 1/32 oz....\$3.50 1/16 oz....\$6.00 1/8 oz....\$11.00

Berlin Market. Medium large flowered and dwarf growth.
Dark blue. Tr. Pkt.....\$1.00 1/64 oz.....\$1.50
Dark crimson. Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

Mixture (Weissense). A white eyed strain with good growth and flower head.
Tr. Pkt.....\$1.00 1/64 oz.....\$1.60 1/32 oz.....\$2.75

CINERARIA (Continued)

- Multiflora Nana Mixed.** Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mothers' Day sales.
Tr. Pkt.....\$1.00 1/32 oz.....\$2.50
- Stellata Hybrida.** Desirable for cutting. Tr. Pkt.....50c
- Maritima Candissima (Dusty Miller).** For bedding, vases, baskets, etc.
Tr. Pkt.....15c Oz.....40c
- Cineraria, Diamond.** Improved form of Dusty Miller.
Tr. Pkt.....15c Oz.....60c

CLARKIA

- Elegans Double.** These desirable flowers are rapidly gaining popularity as cut flowers. Desirable for either indoor or outdoor culture.
- Salmon Queen.** Tr. Pkt.....20c Oz.....60c
- Queen Mary.** Rose-carmine. Tr. Pkt...20c Oz.....60c
- Scarlet Queen.** Tr. Pkt.....20c Oz.....60c
- Albatros.** White, upright, compact.
Tr. Pkt.....20c Oz.....60c
- Firebrand.** Copper scarlet. Tr. Pkt....20c Oz.....60c
- Mixed.** Tr. Pkt.....15c Oz.....50c

CLEMATIS

- ***Paniculata.** One of the most popular hardy climbers.
Tr. Pkt.....15c Oz.....50c 1/4 lb.....\$1.50

CLEOME PUNGENS

- Spider Plant.** Rose. Tr. Pkt.....15c Oz.....40c

COBAEA SCANDENS (Cup and Saucer Vine)

- Plant seeds edgewise to insure good germination.
- Blue.** Tr. Pkt.....15c Oz.....50c 1/4 lb.....\$1.25
- White.** Tr. Pkt.....25c Oz.....\$1.00

COLEUS

- Giant Exhibition Mixed (Extra).**
Tr. Pkt.....\$1.00 1/64 oz.....\$1.50 1/32 oz.....\$2.50
- Hybridus "Rainbow" Mixture.** Giant leaves of superb variation—saved from finest collection. Tr. Pkt.....50c 1/16 oz.....\$1.00
- Laciniated and Fringed Mixed.** Tr. Pkt.....50c

CONVOLVULUS (Morning Glory)

- | | Oz. | Lb. |
|-------------------------|--------|--------|
| Major Mixed. Tall..... | \$0.10 | \$0.85 |
| Minor Mixed. Dwarf..... | .10 | .85 |

COREOPSIS (Perennial Calliopsis)

- ***Lanceolata Grandiflora.** An extra fine strain of this useful golden yellow, hardy perennial. Tr. Pkt...15c Oz...30c 1/4 lb...\$1.00
- ***Lanceolata Grandiflora Mayfield Giant.** The plants are taller and more vigorous than the type. The individual flowers are larger and stems are longer and stiffer. Tr. Pkt...15c 1/4 oz...30c Oz...75c
- ***Lanceolata Grandiflora Double Yellow.** (Double-Flowering Coreopsis). This double and semi-double form is just as easy to grow as the single, and the extra petalage adds a further charm to the flower.
Tr. Pkt.....20c Oz.....75c

COREOPSIS GRANDIFLORA DOUBLE SUNBURST (PERENNIAL)

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of year when yellows are so scarce, and when variations in the type are produced, they are welcomed gladly. Sunburst is a pleasant change from the well known single form, retaining its beauty of color while augmenting its effect of brilliance through the doubling of petals. The double flowers are large, 1 1/2 to 2 inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. The flowers are fine keepers, and the plants are very easy to grow. The strain is remarkably true, coming 80% double, as illustrated. Tr. Pkt....20c 1/4 oz....35c Oz....\$1.00

COSMOS

- Sensation (Novelty).** A new very early giant flowering variety. Blooms large, 4 to 6 inches across. Height, 6 feet.
- | | Tr. Pkt. | 1/4 oz. | Oz. |
|------------------------------|----------|---------|--------|
| Pink | \$0.25 | \$0.45 | \$1.50 |
| White | .25 | .45 | 1.50 |
| Crimson. (1938 novelty)..... | 1.00 | | |
| Mixed. Pink and white..... | .25 | .45 | 1.50 |

AT THE UNIVERSITY (Columbus, Ohio)

1937 "SHORT COURSE"

Henry Rosacker, Minneapolis, stated his firm has found the Sensation Cosmos to be a valuable and profitable crop when grown in a cloth house and spaced 15 x 15 inches. The first bud should be pinched out to induce branching and the subsequent flowers kept disbudded.

Orange Flare. Vivid orange with light green foliage. Blooms in less than four months from sowing. Tr. Pkt...25c 1/4 oz...40c Oz...\$1.00

FISCHER'S GIANT FLOWERING CYCLAMEN PROVIDES "QUALITY" PLANTS



COSMOS (Continued)

COSMOS (Early Flowering Varieties)

Begins to bloom early July and continues till frost.

Extra-Early Express. Flowers in 45 days; 2½ feet; crimson, pink, white, or mixed. Tr. Pkt.....20c Oz.....75c

Mammoth Early. Single flowering; crimson, pink or white. Tr. Pkt.....15c Oz.....40c

Mixed. Tr. Pkt.....15c Oz.....30c

Double Extra Early Flowering. Crimson, pink, or white. Tr. Pkt.....40c Oz.....\$2.00

Mixed. Tr. Pkt.....30c Oz.....\$1.50

COSMOS (Late Flowering Varieties)

Double Crested. Crimson, pink, or white. Tr. Pkt...30c Oz...\$1.25

Mixed. Tr. Pkt.....25c Oz.....\$1.00

Giant Flowering. Crimson, pink, white, or mixed. Tr. Pkt.....15c Oz.....25c

Klondyke. Yellow. Tr. Pkt.....20c Oz.....75c

CUPHEA PLATYCENTRA (Cigar Plant)

Russet Orange. Excellent for pot plants and borders.

Tr. Pkt.....50c ⅓ oz.....\$1.25

CUPHEA FIREFLY (Novelty)

This is a semi-dwarf, compact growing annual about 10 to 12 inches in height with a spread of about 12 inches. The flowers are freely produced, and as you can see on the plant, somewhat fluted in formation, a deep rosy scarlet color, deepening to almost purple at the center. The foliage is very attractive, the plants grow very readily from seed and flower in about five months from the time they are sown. Tr. Pkt.....50c ⅓ oz.....\$1.00

CYCLAMEN

True Ferd. Fischer's Giant-Flowering Strain

Preferred by the "Particular Grower" and Now Accepted as "Standard" for American and Canadian Culture

If interested in producing Cyclamen plants that qualify in every way, plant the true Ferd. Fischer Strain. Following is excerpt from The Florists' Review, April 2, 1936, issue. "Ferd. Fischer, Wiesbaden-Aukamm, Germany, has been appointed an official authority on Cyclamen in Germany."

Mr. Fischer has a new variety of his own this season called Silvery Lilac Salmon, which, when exhibited, has received the highest honors; a prolific, early bloomer. Price per 100....\$1.75 Per 1,000....\$15.00

	Per 100	Per 1,000
Glowing Dark Red. Christmas red.....	\$1.20	\$10.00
Glowing Bright Red. Cherry red.....	1.20	10.00
Rose of Marienthal. Bright rose.....	1.20	10.00
Pure Rose.....	1.20	10.00
Pure White.....	1.20	10.00
White with Carmine Eye.....	1.20	10.00
Glory of Wandsbek. Salmon-red.....	1.45	12.00
Harlequin. Rainbow colors.....	1.45	12.00
Improved Rose of Zehlendorf.....	1.45	12.00
Improved Perle of Zehlendorf. Dark salmon.....	1.45	12.00
Bonfire. Brilliant salmon.....	1.75	15.00
America. Golden salmon.....	1.75	15.00
New Ruffled. Delicate salmon.....	1.65	14.00
New Ruffled Dark. Salmon.....	1.65	14.00
Liebesfeuer. Ruby salmon.....	1.65	14.00
Silvery Lilac Salmon (New).....	1.75	15.00
Lilac.....	1.25	10.00
Mixed.....	1.25	10.00

Vogt's New Double-Flowered Cyclamen

Admiration. Salmon-rose with shaded eye.

Prosperity. Flaming rich rose; distinct, clear color.

Cerise Brilliant (New). Rich cerise-red

Rosea. Soft rose, with coral cast.

100.....\$2.50 1,000.....\$20.00

Mixture of above. 100.....\$2.50 1,000.....\$20.00



DAHLIA

Salbach's Improved Unwin

Excellent for Cutting or Pot Plants

CYNOGLOSSUM AMABILE

	Tr. Pkt.	Oz.
Chinese Forget-Me-Not. Blue. An exceptional cut-flower for under glass or outside.....	\$0.15	\$0.30
Chinese Forget-Me-Not. Pink.....	.15	.80

CYPERUS

Alternifolius (Umbrella Plant). Tr. Pkt.....25c Oz.....\$1.00

CYPRESS VINE (Ipomoea Quamoclit)

Mixed. Tr. Pkt.....15c Oz.....25c

DAHLIA

Salbach's New Improved Unwin Mixture. Exceptional for pot plants or bedding. Tr. Pkt.....50c ⅓ oz.....\$1.25 ¼ oz.....\$2.00

Double Large Flowering. Mixed, from named varieties.

Tr. Pkt.....35c Oz.....\$2.25

Cactus Flowered Mixed. Tr. Pkt.....50c Oz.....\$4.00

Single, Mixed. Tr. Pkt.....25c Oz.....\$1.25

New Coltness Hybrids. Dwarf single type; very free flowering, height 2 feet. Choice mixed colors.

Tr. Pkt.....35c ¼ oz......60c Oz.....\$2.00

*DAISY, Double English (Bellis Perennis)

The Giant sorts are of the largest size. The flowers of the other sorts are smaller but produce very freely.

	Tr. Pkt.	¼ oz.	Oz.
Monstrosa Giant White.....	\$0.25	\$0.65	\$2.25
Monstrosa Red Improved.....	.25	.65	2.25
Monstrosa Rose.....	.25	.65	2.25
Monstrosa Mixed.....	.25	.60	2.00
The Bride or Improved Snowball. White.....	.25	.40	1.50
Longfellow. Double pink.....	.25	.40	1.50
Finest Double Mixed.....	.25	.35	1.00
Double Quilled (Tubulosa). Mixed colors.....	.30	.40	1.50

*DAISY (Shasta)

King Edward VII. The finest Moonpenny Daisy.....\$0.20 \$0.60

Shasta Daisy "Alaska." The largest and best of the

Shasta Daisies25 .90

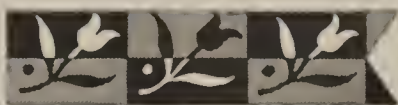
DELPHINIUM (Hardy)

NEW GIANT PACIFIC HYBRID

*They grow into vigorous, tall plants with long, graceful flower spikes, set with truly enormous blooms well arranged on sturdy spikes. Includes a magnificent range of clear colors as well as pastel shades. Highly recommended. Tr. Pkt.....\$1.00 ¼ oz.....\$3.00

DELPHINIUM Continued on Next Page

DELPHINIUM BELLADONNA "CLIVDEN BEAUTY" HIGHLY RECOMMENDED FOR CUT FLOWERS



Delphinium, Blackmore and Langdon's
Gold Medal Hybrids

DELPHINIUM, HARDY

BLACKMORE AND LANGDON'S GOLD MEDAL STRAIN

Exceptional for Cut-Flowers and Garden Show

We believe everyone will agree that there are no better Delphinium strains to be found anywhere than those developed and sold by Blackmore and Langdon of Bath, England. Their famous Delphiniums have been admired by connoisseurs from all parts of the world, they have been exhibited at all the important horticultural shows and exhibitions, and have been granted literally hundreds of medals, prizes, certificates and awards. We are proud to announce that we have arranged with Messrs. Blackmore and Langdon for the distribution of seed of their famous Gold Medal Strain of Delphinium, seed imported directly from the originators.

The flower spikes, as may be seen from the accompanying illustration, are extremely heavy, full flowered, and exceptionally long, while the plants reach a height of from 4 to 6½ feet, depending on the variety. To those who are acquainted with Blackmore and Langdon's Delphiniums no more need be said, and to those who have never grown these famous Delphiniums we recommend most urgently that this very valuable strain be incorporated in the Delphinium list. Tr. Pkt.....\$1.00 ¼ oz.....\$2.00 Oz.....\$7.00
SPECIAL NOTE—We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at \$1.25 per package or 5 varieties for \$5.00. If you are desirous of producing Hardy Delphinium that will create a sensation when in bloom, allow us to make up a selection. We promise that you will be agreeably surprised with the results obtained from same.—A. B. C.

BLACKMORE AND LANGDON'S GOLD MEDAL STRAIN

(Seed produced in America). A good average strain.

Tr. Pkt.....50c ¼ oz.....90c Oz.....\$3.25 4 oz.....\$9.00

DELPHINIUM (Continued)

DELPHINIUM (Hardy Larkspur)

WREXHAM HOLLYHOCK-FLOWERED HYBRIDS

Enormous spikes of large single and double blooms in all the glorious shades of blue found only in Delphiniums. The graceful spire-shaped spikes are not unlike Hollyhocks. A truly magnificent strain.

Wrexham Art Shades	Tr. Pkt. ¼ Oz.	
Wrexham Deep Blue Shades		
Wrexham Light Blue Shades		
Wrexham Mid-Blue Shades		
Wrexham Mixed Containing all colors.		
Tr. Pkt.....60c ¼ oz.....\$1.50	Oz.....\$5.00	
	Tr. Pkt.	Oz.

Gold Medal Hybrids. A splendid strain of mixed hybrids.....(¼ lb., \$5.50) \$0.25 \$1.50
Belladonna Improved (Cliveden Beauty). A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise blue.....(¼ lb., \$7.00) .40 2.00

BELLADONNA

The original or "Regular" Strain.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.65 4-oz.....\$5.00

LAMARTINE

Fairly deep extra bright marine-blue, considerably deeper than Belladonna and with its same free-flowering habit. Equally suited to indoor forcing or field conditions. Mildew resisted by smooth leaves. If you grow Delphinium, don't be without this outstanding new variety.

Tr. Pkt.....50c ¼ oz.....\$1.25	Oz.....\$4.00	
	Tr. Pkt.	Oz.
Bellamosum. A rich, deep blue form of Belladonna.(¼ lb., \$7.00)	\$0.25	\$1.75
Chinense, Blue. Intense gentian blue.....	.20	.75
Chinense, Album. White.....	.20	.75
Elatum, Iceberg. A well-known strain with showy, large, pure white flower trusses.....(¼ oz., \$1.50)	.50	4.50
Elatum, Summer Cloud. A particularly fine strain with long spikes solidly set with pure white blooms.(¼ oz., \$1.50)	.50	4.50
Chinense, Blue Butterfly, Improved. (Annual). Rich ultramarine blue; height 1 foot. Excellent for the rock garden.....	.20	.75
White Butterfly. (Annual).....	.20	.75
Cardinale. Large, brilliant scarlet.....	.40	2.50

DIANTHUS

Sweet Wivelsfield. A new, hardy annual of wonderful colorings. The flowers are larger than Sweet William and are borne in trusses. This perpetual flowering Dianthus is bound to win instant favor both as a cutflower of lasting quality and as a new spring bedding plant. Tr. Pkt.....20c Oz.....75c
New Double Sweet Wivelsfield. A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago.

Tr. Pkt.....50c ¼ oz.....\$1.00
Delight (New). This is a hybrid between Sweet Wivelsfield and Dianthus Roysii. Flowers continuously out of doors from June until October, producing flowers about one-half inch in diameter, not in trusses but in alternating spikes in great profusion. There is a bewildering range of colors. Dianthus Delight is an easy growing plant which will stand many degrees of frost. Excellent for cutting. Tr. Pkt.....75c 3 Tr. Pkts.....\$2.00

HEDDEWIGII

	Tr. Pkt.	Oz.
Double Japanese Pinks. 10 inches; free flowering. Fine for rock gardens.		
Fireball. Double dark scarlet.....	\$0.20	\$0.80
Pink Beauty. Blush pink.....	.20	.80
Snowdrift. Double. Extra large flowered, pure white..	.20	.80
Mourning Cloak. Double. Blackish maroon, margined white15	.50
Diadem Mixture of above colors.....	.20	.75
Laciniatus Splendens. Single; extra large 2 inch; brilliant crimson, large contrasting white eye. Special mention in "All-American Trials, 1934".....(¼ oz., 50c)	.25	1.50
Double Japan. Best mixed.....	.15	.50

DIANTHUS (Hardy Pinks)

***Allwoodi Alpinus.** Blooms first year from seed. Single and double fragrant flowers in all colors of Dianthus. 4 to 6 inches. Tr. Pkt.....40c ¼ oz.....\$1.25



*DIANTHUS HARDY PINKS

	Tr. Pkt.	Oz.
Caesius (Cheddar Pink). A dwarf tufted variety. Rose-pink flowers.....	\$0.25	\$1.00
Deltoides Albus. Showy white flowers.....	.50	2.50
Deltoides, Brilliant. Dwarf, brilliant carmine blooms...	.25	1.50
Graniticus. Very low growing, forming a dense carpet covered in May and June with crimson flowers; 4 inches. A splendid variety for the rock garden.....	.40	1.75
Plumarius, Rose Hybrids. Bright rose, zoned deeper rosy red.....	.50	3.50
Plumarius, Single Mixed (Pheasant Eye Pink).(1/4 lb., \$1.00)	.10	.30
Plumarius, Double Mixed (Hardy Garden Pinks).....	.25	1.25
Plumarius, Semperflorens (Everblooming Hardy Pinks). Mixed colors.....	.25	1.00
Rock Garden Species Mixed. A special mixture containing 25 varieties suitable for the rockery.....	.50	3.00
Latifolius Atrococcineus fl. pl. Rich firey scarlet crimson20	.75
Latifolius, Double Mixed. Various colors.....	.20	.75
Sweet Wivelsfield. This may be grown either as an annual or biennial. The plants grow 12 inches high producing an abundance of showy blooms with shades of red, pink, and crimson predominating...	.25	1.00

*DIANTHUS BARBATUS (Sweet William)

There is always a good demand for these beautiful free-flowering old-fashioned favorites.		
Single Holborn Glory. Large-flowering auricula-eyed. Mixed colors.....(1/4 lb., \$1.50)	\$0.15	\$0.50
Single Newport Pink. Salmony rose or Watermelon pink	(1/4 lb., \$2.50)	.15 .50
Single Scarlet Beauty. Intense bright scarlet.(1/4 lb., \$2.50)	.15	.75
Single Diadem. Crimson with a large white eye.....	.15	.50
Single White.....	.15	.50
Single Velvety Maroon.....	.15	.50
Single Mixed.....(1/4 lb., \$1.00)	.10	.30
Double-Flowering Mixed.....(1/4 lb., \$2.00)	.15	.60
Midget Single Mixed. Lovely compact plants 6 inches tall in a wide range of colors.....(1/4 lb., \$10.00)	.50	3.50
Midget Double Mixed.....	.40	2.00

SWEET WILLIAM

	Tr. Pkt.	Oz.
Annual Sweet William. (D. Barbatosinensis). 12-inch. Single, mixed.....	\$0.15	\$0.60

DICTAMNUS (Gas Plant)

	Tr. Pkt.	Oz.
*Fraxinella Rubra. A very showy hardy perennial forming a bush about 2 1/2 feet in height. Has fragrant foliage and spikes of rosy pink flowers during June and July. Seed somewhat slow in germinating....	\$0.30	\$2.00
Fraxinella Alba. Pure white flowers.....	.30	2.00

DIDISCUS COERULEUS

Blue Lace Flower. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt...20c Oz...80c

*DIGITALIS (Foxglove)

The Foxglove must be included in all collections of hardy plants. Very popular for planting among shrubbery and in semi-shady places.

	Tr. Pkt.	Oz.
Giant Shirley Mixed. A greatly improved strain of unusually strong, vigorous growth. Enormous spikes 3 to 5 feet in length set with very large flowers.....	\$0.20	\$0.50
Gloxiniaeflora. Purple.....	.20	.50
Gloxiniaeflora. Rose.....	.20	.50
Gloxiniaeflora. White.....	.20	.50
Gloxiniaeflora. Mixed.....(1/4 lb., \$1.50)	.15	.50
Grandiflora (Ambigua). Light yellow.....	.25	1.00
Monstrosa (Mammoth Foxglove). Mixed.....	.20	.75

DIMORPHOTHECA

	Tr. Pkt.	Oz.
African Orange Daisy. Choice for cutting and adapted to forcing.....	\$0.20	\$0.75
Hybrid Mixed.....	.20	.75

DOLICHOS (Hyacinth Bean)

Desirable Annual Climber. Purple. Oz.....10c 1/4 lb.....30c

DORONICUM (Leopard's Bane)

*Caucasicum Magnificum. Large, deep golden yellow daisy-like blooms in the spring. Splendid for garden display and for cutting. Tr. Pkt.....	\$1.00	1/16 oz.....\$2.25
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DRACAENA

Australis. Broad leaves. Tr. Pkt....	20c	Oz....75c	1/4 lb....\$2.50
Indivisa. Narrow green leaves. The popular kind for bedding or vases. Tr. Pkt.....	15c	Oz.....40c	1/4 lb.....\$1.00

DUSTY MILLER

(See Centaurea and Cineraria Maritima)

ECHINOPS (Globe Thistle)

*Ritro. Striking hardy perennial plants with handsome silvery thistle-like foliage and fine steel blue flowers in round heads. Can be used for cutting. 3 to 5 feet. Tr. Pkt.....15c Oz.....40c

*EDELWEISS-LEONTOPODIUM ALPINUM

An excellent rock plant with silvery white foliage.
Tr. Pkt.....50c 1/16 oz.....\$1.00

ERIGERON (Fleabane)

*Speciosus Grandiflorus. Showy, large, daisy-like blooms of a rich purple color. Flowers continuously from May to October. Grows 2 1/2 feet high and is a splendid border plant besides being valuable as a cut flower. Tr. Pkt.....40c Oz.....\$2.00

ERYNGIUM (Sea Holly)

*Amethystinum. Thistle-like heads composed of amethystine blue flowers. Tr. Pkt.....40c Oz.....\$2.00

ESCHSCHOLTZIA (California Poppy)

	Tr. Pkt.	Oz.
Golden West. Yellow-orange center.....	\$0.15	\$0.25
Choice Mixed. All colors.....	.15	.25

EUPHORBIA

	Tr. Pkt.	Oz.
Heterophylla (Mexican Fire Plant).....	\$0.15	\$0.50
Variegata (Snow-on-the-Mountain).....	.15	.35

*EUPATORIUM (Mistflower, Thoroughwort)

	Tr. Pkt.	Oz.
Coelestinum (Hardy Ageratum).....	\$0.50	\$3.00
Fraseri. Dense clusters of white flowers.....	.25	1.00

EXACUM

Provides a most useful pot plant. Numerous small dark lavender flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seed sown in January or February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts, with some sand added, is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse, with the minimum of shade. Exacum Affine is a fragrant and charming indoor plant. As a cheap market plant, it is worthy of notice.

EXACUM (Atrocoeruleum)

Dark Lavender. Yellow stamens. Tr. Pkt.....	\$1.00
Exacum (Affine). Light mauve with golden yellow stamens. Tr. Pkt.....	.50c

FORGET-ME-NOT

FORGET-ME-NOT (Myosotis)

Susanne (Winter Flowering). Bright blue. Best variety for cutflowers and pots; ideal for St. Valentine Day bloom. Start seed in May and keep shifted. Will come into flower naturally for February.

Tr. Pkt.....	50c	6 Tr. Pkts.....	\$2.50
Blue Bird. A beautiful winter-flowering Forget-Me-Not. 1 foot. Tr. Pkt.....	35c	1/4 oz.....	90c
Ruth Fisher. Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy, dark green foliage; 10 in. Tr. Pkt.....	50c	1/16 oz.....	\$1.20

	Tr. Pkt.	Oz.
*Alpestris, Royal Blue. Rich indigo blue..(1/4 oz., 40c)	\$0.25	\$1.25
*Alpestris, Rosea. Rose color.....	.20	.75
*Alpestris, Victoria. Azure blue; very fine.....	.30	1.50
*Alpestris, Mixed.....(1/4 lb., \$1.50)	.15	.50
*Dissitiflora Perfection. Large clear blue. Early flowering	(1/4 oz., \$1.25)	.50 —
*Palustris Semperflorens. The popular ever-blooming variety. Clear blue flowers in sprays.....(1/4 oz., 50c)	.25	1.75
*Oblongata, Blue Bird. Large, deep blue flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter.....(1/4 oz., 90c)	.35	3.25

FRAGARIA (Indica)

*Scarlet Fruits, Trailing. Tr. Pkt.....25c

SNAPDRAGON "BEZDEK'S WHITE WONDER". BEST WHITE FOR CUT FLOWERS

GAILLARDIA (Blanket Flower)			
	Tr. Pkt.	Oz.	
Indian Chief. Single. Brilliant bronzy red. (¼lb., \$1.75)	\$0.15	\$0.50	
Picta Single. Mixed.....	.10	.25	
Picta Lorenziana Double. Mixed.....	.15	.40	
One of the showiest and most effective hardy perennial plants. It should have a place in every hardy border; also splendid for cutting. 2 feet.			
*The Dazzler. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists.....(¼ oz., 40c)	\$0.25	\$1.35	
*Portola Hybrids. Plants of strong, vigorous, upright habit, 2½ to 3 feet high. Heavy, leathery, glaucous foliage. The long flower stems, straight and strong, hold the massive yellow and red flowers erect.....(¼ oz., 50c)	.25	1.50	
*Grandiflora, Burgundy. Lovely wine red flowers on long stems.....(¼ oz., 60c)	.25	2.25	
*Grandiflora, Tangerine. Large tangerine colored flowers; compact growth.....	.30	1.50	
*Grandiflora Superb Mixed. Splendid combinations of crimson and gold in great variety....(¼ lb., \$1.50)	.15	.50	
*Grandiflora Compacta, Mixed. A compact variety forming bushy plants 12 to 15 inches high, and bearing long-stemmed flowers well above the foliage..	.20	.75	
The King. Extra large-flowered strain.....(¼ oz., 65c)	.35	2.25	

GERANIUM			
Apple Scented. 100 seeds.....50c	1000 seeds.....	\$3.50	
Zonale. Single. Fine mixed. Tr. Pkt.....40c	Oz.....	\$2.00	
Lady Washington. 100 seeds.....		\$2.50	
*GENTIANA (Blue Gentian)			
Acaulis. Dwarf, hardy perennial. Deep blue flowers. Tr. Pkt.....50c	Oz.....	\$3.00	

GERBERA			
Excellent for pots or cutflowers. (Greenhouse perennial).			
Jamesoni. Mixed Hybrids. 100 seeds.....40c	1000 seeds.....	\$3.00	
*GEUM (Avens)			
Atrosanguineum fl. pl. Beautiful, hardy perennial bearing profusely large, showy, double, dark crimson flowers. Tr. Pkt...25c	Oz...\$1.25		
Tr. Pkt.....40c	Oz.....	\$2.00	
Mrs. Bradshaw. Large, double brilliant orange-scarlet. Tr. Pkt.....40c	Oz.....	\$2.00	
Lady Stratheden. Large double flowers of rich golden yellow. Tr. Pkt.....40c	Oz.....	\$2.00	

GILIA (Capitata)			
A pretty annual for cutting, with heads of lavender-blue flowers.			
Tr. Pkt.....15c	Oz.....	.30c	
GLOXINIA			
Hybrida Grandiflora. Choicest mixed. ½ Tr. Pkt...60c	Tr. Pkt...\$1.00		

GODETIA (Satin Flower)			
Must be grown in shallow soil. The following are all good commercial colors in the large flowered class.			
Gladiolus Flowered. The flowers are double and should be cut before fully opened.	Tr. Pkt.	Oz.	
Carmine	\$0.15	\$0.60	
Rosy Morn. Bright pink.....	.15	.60	
The Bride. Combination of white and crimson. Attractive..	.20	.60	
Sweetheart. Dwarf—24 in. Double Poppy-like flower. Clear pink. Nice color.....	.25	1.00	
Sybil Sherwood (New). Bright salmon-pink, edged white. Medium dwarf.....(¼ oz., 35c)	.20	.85	
Thunderbolt. Deep crimson. Medium dwarf..(¼ oz., 50c)	.25	1.75	
Duchess of Albany. Pure satiny white. Large flowered and tall.20	.50	
Tall Double Mixture.15	.50	

GOMPHRENA GLOBOSA (“Globe Amaranth”)			
Splendid everlasting; excellent for cutting.			
Everlasting (Globe Amaranth). 30 in. Makes nice material for garden decoration and cutting. The varieties Aurea Superba and Rubra are particularly attractive; also Nana Compacta Rubra is choice for edging.			
Aurea Superba. Orange. Large flowered. Choice for cutting. Needs support. Tr. Pkt.....15c	Oz.....	.40c	
	Tr. Pkt	Oz.	
Nana Compacta Rubra. Dwarf strain of Rubra. 8 in. Choice for edging.....	\$0.15	\$0.40	
Rose. Light rose pink. White. Grayish white.....	.15	.25	
Rubra. Bluish purple. Very bright deep color.....	.15	.25	
Mixed.15	.25	

GOURDS (Ornamental)			
	Tr. Pkt.	Oz.	
Calabash	\$0.10	\$0.30	
Mixed Varieties.....	.10	.30	

GRASSES (Ornamental)			
Coixlacryma, Jobi (Job’s Tears). Oz.....10c	¼ lb.....	.25c	
	Tr. Pkt.	Oz.	
Pennisetum Rueppelianum (Purple Fountain Grass)....	\$0.15	\$0.60	
Longistylum15	.60	
Above used largely for bordering canna beds.			

GREVILLEA ROBUSTA			
Ornamental foliage plant for vases, etc. Easily raised from seed.			
	Tr. Pkt.	Oz.	
Australian Silk Oak. Seeds should be sown in early spring with plenty of bottom heat and in a well drained, loose soil. Grown in a 60° house, 5 in. pot plants available by fall.....(½ oz., 40c)	\$0.20	\$0.75	
Robusta Pyramidalis. Pyramidal habit.....	.25	1.50	

GYPSOPHILA (Baby’s Breath)			
The following are always in demand to mix with other cut flowers. Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers. Several plantings can be made during the season at intervals fo ten days’ time, in order to have a succession of bloom.			
	Oz.	4 oz.	1 lb. 5 lbs.
Covent Garden Market. Extra large flowered, full petalled—flowers having 6 to 8 petals instead of the usual 4 to 5....	\$0.20	\$0.50	\$1.60 \$6.50
London Market. Slightly taller than Covent Garden Market and later.....	.20	.50	1.50 6.50
Paris Market. Standard medium size flowered strain.....	.15	.40	1.00 4.50
Elegans Carminea. Same habit as others but with bright carmine-pink flowers. Rather small flowered.			
Tr. Pkt.....10c	Oz.....20c	¼ lb.....60c	Lb.....\$2.00
Elegans Rosea. Delicate pink.			
Tr. Pkt.....10c	Oz.....20c	¼ lb.....60c	Lb.....\$2.00
		Tr. Pkt.	Oz.
*Paniculata (Baby’s Breath). The fine mist-like flowers are much used in bouquets.....(¼ lb., \$1.25)	\$0.15	\$0.40	
*Paniculata fl. pl. Double flowering. The original type and one of the best perennials in the list for cutting50	3.25	
*Pacifica. Small pink blooms borne profusely after the paniculata varieties are past.....	.35	3.50	
*Repens. An elegant, hardy, trailing plant for the rockery, with clouds of small white flowers in July and August.....	.25	1.25	
*Repens Rosea. Of the same neat habit as the above but with pale rose blooms.....	.25	1.75	

HELENIUM (Helen’s Flower)			
Strong-growing, hardy perennials, giving an enormous crop of flowers in late summer.			
*Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet. Tr. Pkt.....50c	Oz.....	\$3.50	

HELIANTHEMUM (Rock, Sun Rose)			
*Mutabile. Exceedingly pretty, low-growing, evergreen plants forming broad clumps which, during their flowering season, July to September, are quite hidden by a mass of bloom. Well adapted for the front of the border, the rockery, or a dry, sunny bank. Choice mixed varieties. Tr. Pkt.....20c	Oz.....	.75c	

HELICHRYSUM (Strawflowers)			
Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.			
	Tr. Pkt.	Oz.	Lb.
Fireball. Showy, deep crimson.....	\$0.15	\$0.60	\$6.00
Golden Ball. Clear golden-yellow.....	.15	.60	6.00
Canary Yellow Buttercup. New.....	.15	.60	6.00
Rose-Carmine.15	.60	6.00
Rose-Pink.15	.60	6.00
Salmon-Pink.15	.60	6.00
Silver Pink.15	.60	6.00
White.15	.60	6.00
Violet.15	.60	6.00
Mixed. All colors.....	.15	.50	5.50

*HELIANTHUS (Hardy Sunflower)			
Dwarf Chrysanthemum Flowered. Contains a fair proportion of fully double flowers. Tr. Pkt.....10c	Oz.....	.20c	
Russian or “Oscar Wilde.” Large single sunflower. Oz.....10c	Lb....	.50c	

HAHN’S BRANCHING IVY PROVIDES A VERY WORTH-WHILE POT PLANT

**HELIOPSIS (Orange Sunflower)**

***Scabra Excelsa.** Rich chrome yellow flowers turning to a bright yellow as they mature. These are almost double, having from 4 to 5 rows of petals. They are produced very profusely. The plant is of robust growth, about 3 feet high, and makes an effective display of flowers from July to the end of August. Tr. Pkt....**20c** Oz....**75c**

HELIOTROPE

Can be bloomed from seed in four months.

Lemoine's Giant. Excellent large flowering strain.

Tr. Pkt.....**25c** Oz.....**\$1.25**

***HEUCHERA (Coral Bells)**

Sanguinea. One of the finest hardy perennials. The flowers are rich, bright, coral red. The leaves are light green and slightly hairy. Excellent for cutting; 30 inches.

Tr. Pkt....**50c** 1/8 oz....**75c** 1/4 oz....**\$1.25** Oz....**\$4.50**

***HIBISCUS (Giant Mallows)**

A wonderfully improved form of our native Marshmallow in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. Our colors are saved from segregated plants and will come true.

	Tr. Pkt.	Oz.	1/4 lb.
Giant Dark Red	\$0.15	\$0.60	\$2.00
Giant Mallow Pink15	.60	2.00
Giant Rose15	.60	2.00
Giant White, Crimson Eye15	.60	2.00
Giant Mixed15	.50	1.50

***HOLLYHOCK (Althaea Rosea)**

Imperator (New). Very large, double blooms with elegantly and deeply fringed outer petals and a very double crested rosette in the center. Includes many charming color combinations of choice, delicate tints. Tr. Pkt.....**25c** 1/4 oz.....**50c** Oz.....**\$1.60**

Triumph (New). Of branching habit, 4 to 5 feet tall. Blooms 10 days earlier than others. Has very double flowers composed of attractively waved and fringed petals. Many splendid and rich colors.

Tr. Pkt.....**40c** Oz.....**\$2.00**

Chater's Choice Double Strains:

Double Bright Rose

Double Red

Double Maroon

Double Salmon-Rose

Double White

Double Yellow

	Tr. Pkt.	Oz.	1/4 lb.
Any of the above.....	\$0.30	\$1.25	\$4.00
Double Mixed25	1.00	3.50
Double Newport Pink30	1.50	4.50
Single Mixed (Allegheny Types). All colors15	.50	1.50

HONESTY (Lunaria)

Biennis (Biennial). Admired for its seed panicles. Tr. Pkt. Oz.

White. 40 inch.....**\$0.20** **\$0.50**

Crimson. 48 inch.....**.20** **.50**

Mixed

HUMULUS JAPONICA (Japanese Hop)

Ornamental.

HUMULUS (Variegated Hop)

Climber. Tr. Pkt.....**15c** Oz.....**60c**

HUNNEMANNIA (Mexican Tulip Poppy)

Fumariaefolia. Produces flowers from July till frost. Desirable for cutting. Tr. Pkt.....**15c** Oz.....**50c**

Sunlite (New). Semi-double. Tr. Pkt...**25c** 1/4 oz...**40c** Oz...**\$1.50**

HYPERICUM POLYPHYLLUM

***Spreading Yellow Flowers.** Tr. Pkt.....**35c**

IBERIS (Hardy Candytuft)

***Gibraltarica Hybrida.** White shading to lilac. 12 inches high.

Tr. Pkt.....**15c** Oz.....**75c**

***Sempervirens.** The popular hardy white variety.

Tr. Pkt.....**35c** Oz.....**\$1.50**

ICE PLANT

Mesembryanthemum. White flowers. Tr. Pkt....**15c** Oz....**40c**

IMPATIENS

Provide splendid pot plants for Christmas sales. Also useful for porch boxes. Will succeed in partial shade.

Holstii. Liegnitzia. Deep vermilion-red. Tr. Pkt.....**50c**

Holstii. Hybrids. Finest mixture. Tr. Pkt....**40c** 1/32 oz....**75c**

Sultanii. Bright Rose. Tr. Pkt.....**35c** 1/16 oz.....**\$1.00**

Sultana Hybrida. Mixed. Tr. Pkt.....**50c** 1/16 oz.....**\$1.00**

INCARVILLEA (Hardy Gloxinia)

***Delavayi.** A showy plant for the hardy border, producing large Gloxinia-like rose-colored flowers on 15 to 18-inch high stems, during June and July. Should be well protected with leaves or litter during the winter. Tr. Pkt.....**50c** Oz.....**\$4.00**

IPOMOEA (Moonflower, Etc.)**IPOMOEA**

	Tr. Pkt.	Oz.	Lb.
Bona Nox (Evening Glory). Large, blue.....	\$0.10	\$0.20	\$2.20
Imperialis Japanese Fancy Fringed, extra10	.25	2.40
Japanese Giant Mixed15	.50	6.00
Noctiflora (Moonflower). White seeded.....	.10	.40	4.00
Noctiflora (Moonflower). Black seeded.....	.10	.40	4.00
Rose Marie. Double deep rose.....	.25	.60	...
Setosa (Brazilian Morning Glory). Red.....	.10	.30	..

Ipomoea "Heavenly Blue." Clark's Improved Early Flowering Strain. Clark's strain is well known and widely used throughout the United States. It is early flowering and makes a sparse growth of foliage. When growing Ipomoeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied. One of the most admired flowering vines at the Chicago Century of Progress, 1934. This climber made a beautiful showing on the back wall of the Horticultural Building. A color of pure, unrivalled beauty.

Clark's Early-Flowering Heavenly Blue. A good seller when offered in small pot plants for setting out in the garden in spring.

Tr. Pkt.....**25c** Oz.....**75c** Lb.....**\$8.00**

Ipomoea Quamoclit. Cardinal climber. Tr. Pkt....**15c** Oz....**60c**

KALANCHOE

Blossfeldiana (Globulifera Coccinea). A succulent plant that is very easy of cultivation. The flowers are similar to Bouvardia in form, and in color they are very bright scarlet. Tr. Pkt...**60c** 3 Tr. Pkts...**\$1.50**

CULTURE FOR KALANCHOE

Propagated easily from seed. Sow in January and prick off when large enough. Place two plants in a pot; this will make for business. Plants pinched in June and July will not flower as early as those not pinched. Plants should be made up similar to Poinsettias. Shade from Aug. 16 to Oct. 15 will produce plants for Christmas if grown in a 60-65 deg. house. No specific recommendations as to soil or fertilizer. Time of later bloom controlled by temperature.

KOCHIA

Summer Cypress or Mexican Fire Bush Childsi. Improved strain.

Tr. Pkt.....**10c** Oz.....**20c**

LANTANA

Desirable for bedding, pot culture, vases. Seed must be sown with bottom heat and early.

Dwarf Compacta, Mixed. Tr. Pkt.....**15c** Oz.....**60c**

LARKSPUR

An important cut flower both for greenhouse and outdoor culture. Moderate temperature and a moist soil are necessary to obtain good germination. Seed frequently fails to start at all in hot weather. The Base Branching class, also known as the Imperial or Spiral, improves the original Stock-flowered in being somewhat longer stemmed. The Hyacinth-flowered type produces but one non-branching flower spike. They do well on a raised or shallow bed where the growth can be hardened some, but on a deep ground bed, especially if grown cold, they produce hollow stems that break easily in handling.

Three New and Valuable Introductions

Larkspur Giant Imperial Cattleya. This is a late flowering, branching from the base habit (two to three weeks later than other sorts) which lengthens the flowering season. The color is a rich rosy lilac and full double flowers are closely spaced on four to five foot stems. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934.

Tr. Pkt.....**25c** Oz.....**75c** 1/4 lb.....**\$2.50** Lb.....**\$8.00**

Larkspur Giant Imperial Dazzler is in full bloom seven to ten days earlier than any of the other varieties. The flowering spike is very long with closely spaced mammoth flowers of a vivid lustrous carmine color. Dazzler will make an ideal florists' variety for earliness and its long flowered spike, also for the home gardener who loves grace and brilliancy.

Tr. Pkt.....**25c** Oz.....**75c** 1/4 lb.....**\$2.50** Lb.....**\$8.00**

Larkspur Giant Imperial Sweet Lavender. A delightful shade of rich lavender blue, the flowers are very large, full double, closely spaced on a long flowering truss. Sweet Lavender is an outstanding new shade of great merit. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934.

Tr. Pkt.....**25c** Oz.....**75c** 1/4 lb.....**\$2.50** Lb.....**\$8.00**

LARKSPUR Continued on Next Page



Larkspur, Giant Imperial

LARKSPUR (Continued) STANDARD LIST

Base Branching or Imperial Varieties

- *Blue Bell. Fairly deep blue; excellent.
- Blue Spire. Very deep violet-blue.
- Carmine King. Carmine-rose.
- *Daintiness. Light lavender-blue.
- Exquisite Pink Improved. Rich soft pink.
- *Gloria Improved. Bright rose-pink. We find clearly improved Gloria, that we are dropping.
- *Lilac Queen. Rich lilac-lavender.
- Los Angeles Improved. Salmon-rose.
- *Miss California. Pink shaded salmon.
- The Empress. Salmon-pink.
- *White King. We find this to be the best clear white.
- White Spire. Good clear white.

Prices on all above varieties:

Tr. Pkt.....25c Oz.....\$1.00 Lb.....\$10.00

Mixed: Tr. Pkt.....20c Oz.....80c Lb.....\$8.00

"Rosamond." Quite a new and distinct color in Larkspur. A pure self Rose which does not change color with age. Heavily covered with large double flowers, unsurpassed for cut flowers. Award of merit, Wisely, England, 1934.

Tr. Pkt.....25c Oz.....75c Lb.....\$8.00

Stock-Flowered Varieties

- Dark Blue. A rather heavy color.
- Empress Rose. An excellent pink.
- La France. Salmon-pink.

- *Lilac. Pleasing shade of lilac.
- *Los Angeles. Salmon-rose.
- *Rose Queen Very attractive rose-pink.
- Rosy Scarlet. Not much of this.
- *Sky-Blue. Good light blue.
- White. Prefer White Spire.

Prices on all above varieties:

Tr. Pkt.....20c Oz.....50c Lb.....\$5.50

Mixture. Tr. Pkt.....15c Oz.....30c Lb.....\$3.50

Dwarf Emperor Type

This class grows less than half the height of the above cut flower kinds and is used for bedding or border work. Tr. Pkt. Oz.

Ageratum Blue. Well named and pleasing.....\$0.25 \$0.75

Enchantress. Soft salmon-pink. Choice......35 1.50

Pink Delight. Rich rose-pink......25 .75

LARKSPUR (Continued)

Giant Hyacinth Flowered

Produces one long non-branching spike. Dark Blue. Lilac. *Pink.

*Purple. White. Each: Tr. Pkt.....25c Oz.....80c Lb.....\$8.00

Mixture. Tr. Pkt.....20c Oz.....60c Lb.....\$6.00

*LATHYRUS (Hardy Sweet Pea)

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc. Continually in bloom, fine for cutting.

Tr. Pkt. Oz. ¼ lb.

Latifolius "White Pearl." The finest white.....\$0.15 \$0.60 \$2.00

Pink Beauty. Rosy pink......15 .50 1.50

Red. Rosy red......15 .50 1.50

Mixed15 .40 1.25

LAVANDULA (Sweet Lavender)

*Vera. Well-known fragrant hardy perennial. Always in good demand. Tr. Pkt.....20c Oz.....75c

*LEPTOSYNE STILLMANII

Golden yellow, fine for cutting. Flowers in six weeks.

Tr. Pkt.....15c Oz.....75c

*LIATRIS (Blazing Star, Gay Feather)

Pycnostachya. Most showy and attractive with its long spikes of rosy purple flowers from July to September; 5 feet.

Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.25

Scariosa. Deep purple flowers on graceful stems 3 to 4 feet high.

Tr. Pkt.....25c ¼ oz.....70c Oz.....\$2.50

LILIUM

Philippine Formosanum (Selected Pure White Strain). A truly remarkable Lily with umbels of large, white, long-trumpet-shaped flowers, like an Easter Lily. Will bloom in 6 to 8 months from the time seeds are sown. Very fragrant. 2 to 3 feet.

Tr. Pkt.....30c Oz.....\$1.75

Regale. This wonderful Lily is easily grown from seed, flowering the second season. Tr. Pkt.....20c Oz.....50c ¼ lb.....\$1.75

Tenuifolium (Coral Lily). Bears in profusion medium-sized flowers of perfect form and of dazzling coral red. Excellent for the rock garden or for forcing; 1 to 2 feet; May. Perfectly hardy.

Tr. Pkt.....30c Oz.....\$1.50

LONGIFLORUM PRAECOX

"White Queen"

(Originators "True Strain" Seed)

The cult of the Liliun family has experienced an immense impetus of recent years, and we are pleased to be able to supply this beautiful Lily, which, with its long snowy-white pendant flowers, is remarkable for the celerity with which it can be raised from seed. The plants begin to bloom well within 12 months from the time of sowing. The flowers are of exquisite form and very freely produced. This new Lily has proved itself an excellent market plant. It received an Award of Merit from the Royal Horticultural Society in 1932. Tr. Pkt.....\$1.00

LINARIA

Fairy Bouquet. Compact growth, large flowers in many distinct colors. Blooms early. Flowers resemble miniature snapdragons.

Tr. Pkt.....20c ¼ oz.....35c Oz.....90c

*Cymbalaria (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A charming, neat, hardy perennial trailing plant.

Tr. Pkt.....30c Oz.....\$1.50

LINUM (Flax)

*Perenne (Blue Flax). A desirable plant for the border or rockery. Light graceful foliage and large blue flowers all summer long. Grows 18 inches high. Tr. Pkt.....15c Oz.....40c ¼ lb.....\$1.25

Flavum. Yellow, June-Sept.; 2 feet. Tr. Pkt.....40c ¼ oz.....\$1.00

LOBELIA

Crystal Palace Compacta. 4 inch.....\$0.25 \$0.50 \$1.75

Blue Gown. Clear deep blue, without eye, fine compact habit......25 .75 ...

Blue Stone. Re-selected. Compact habit, large flowers, brilliant mid-blue......25 .75 ...

Mrs. Clibran Improved. Deep blue, white eye.... .25 .90 ...

Speciosa. Dark flowers and foliage. 10 inch......20 ... 1.00

Emperor William. Dwarf. 4 inch......35 1.00 3.75

Cambridge Blue. Light blue with green foliage.... .3580

Gracilis. Blue, 10 inch......1580

Mauve Queen (New). Attractive light lilac. Compact even growth......35 1.00 ...

White Lady. Pure white......35 1.00 ...

Mixed. 10 inch......1580



LOBELIA (Continued)

Pendula, Hamburgia. Good for hanging baskets, sky-blue, white eye.....	.25	.50	1.50
Sapphire. For hanging baskets, large deep navy-blue with white eye.....	.25	.50	1.75
Angelina. White, light green foliage. For hanging baskets25	.50	1.80
* Cardinalis (Cardinal Flower). Brilliant scarlet blooms35	1.20	4.25

LOPHOSPERMUM

Scandens (Climbing Foxglove). Rose.			
Tr. Pkt.....	.35c	1/4 oz.....	.80c
Oz.....			\$2.80

LOVE IN A MIST (See Nigella)

LUNARIA (Honesty, Moonwort)

***Biennis Alba.** A very showy biennial grown primarily for the glistening silvery membrane of its seed pods which are splendid for winter bouquets. May be grown as an annual if sown early in the year. Produces attractive blooms which are splendid for cutting.

	Tr. Pkt.	Oz.
White	\$.020	\$0.50
Crimson20	.50
Mixed15	.40

LUPINUS (Lupins)

LUPINUS (Annual)

New Hartwegi (King). An improved strain. 3 to 4 feet high, with base branching habit. Each plant produces from 4 to 6 spikes of bloom, which are much larger than the old type.

	Tr. Pkt.	Oz.
King Blue. Enormous spikes of rich Oxford blue.....	\$.025	\$1.00
King Sky Blue. Clear light blue.....	.25	1.00
King White. Glistening pure white.....	.25	1.00
Choice Mixed20	.75

Standard Annual Varieties

	Tr. Pkt.	Oz.	1/4 lb.	Lb.
Pink	\$.015	\$0.25	\$0.75	\$2.75
Rich Blue15	.25	.75	2.75
Sky Blue15	.25	.75	2.75
White15	.25	.75	2.75
Mixed15	.25	.65	2.40

***Polyphyllus** (Perennial Lupins). Effective plants with large spikes of flowers.

*RUSSELL LUPINS "New Miracle Flowers"

Extraordinary colors; many new shades, never before seen in Lupins. See Novelty Pages in This Book for Illustration and Complete Description.

12 seeds. .25c 50 seeds. .65c 120 seeds. \$1.25 250 seeds. \$2.50

*LUPINUS (Polyphyllus)

	Tr. Pkt.	Oz.
Salmon Queen. A beautiful strain of salmon shades....	\$.030	\$1.50
Blue15	.25
Luteus. Yellow shades.....	.25	1.00
Moerheimi. Pink and white.....	.20	.75
Roseus. Soft pink.....	.15	.50
White15	.25
Mixed, All Colors (1/4 lb., 75c)	.15	.25

*LYCHNIS (Rose Campion, Maltese Cross)

	Tr. Pkt.	Oz.
Chalcedonica. Fine scarlet flowers; 2 feet. (1/4 lb., \$1.25)	\$.015	\$0.40
Haageana, Hybrids. Brilliant orange, scarlet, crimson, etc., in mixtures; 1 foot.....	.30	1.50
Arkwrightii. New large flowering variety, various colors	.25	1.25
Viscaria Splendens. Bright rose-red. Very showy; 1 foot	.20	1.00

*LYTHRUM (Loose-Strife)

Roseum Superbum. Fine, hardy perennial, rosy pink flowers from July to September. Tr. Pkt.....20c Oz.....75c

MARIGOLD

Lieb's Winter Marigold. Sensational Cutflower Novelty.

The Originator's Improved Strain Now Obtainable from Seed.

New Winter Cut Flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing five months. Flowers are of wonderful keeping quality and have a distinctly sweet odor.

The Best Paying Bench Space in Your Greenhouses.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. Fine to follow Mums. Plant 10 by 10 inches and pinch back once. No insect pests.

Brown and Yellow. Tr. Pkt.....50c

Sunshine. Yellow. Tr. Pkt.....50c



Marigold, Tall African "All Double"

MARIGOLD (Continued)

Australian Tree

This is another desirable Winter Flowering Marigold with long stems. Color: Golden yellow and mahogany.

Tr. Pkt.....25c 1/2 oz.....60c Oz.....\$1.00

Bodger's Gigantea "Sunset Giants" (Carnation Flowered)

(See colored illustration on front cover)

"Marigold Sunset Giants" is a Novelty from California; it is said to have the largest known flowers in the "Marigold" group, averaging 5 inches and some flowers attaining a size of 7 1/2 inches across; they are produced in great profusion. Instead of the usual "Marigold" odor these flowers have a definitely sweet fragrance. They are loosely formed, very full centered, with broad, heavy petals gracefully overlapping to make a flower of great depth and even larger than Dahlia Flowered Zinnias. "Sunset Giants" is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double. The plants are normally 3 1/2 to 4 feet high, but under favorable conditions have been known to grow as much as 7 feet high. Excellent for cutting.

Tr. Pkt.....35c 1/4 oz.....75c Oz.....\$2.50 1/4 lb.....\$8.00

New Marigold Chrysanthemum Flowered Hybrids

(Waller-Franklin.)

These new Hybrids consist of many new and distinct types of Marigolds, varying in size of bloom from two to four inches in diameter. Some of these types have petals which are very quilled and in-curved and which remind one of miniature American Beauty Asters in orange and yellow. There are also the imbricated types which have from four to five rows of flat petals and in the center there are many small quilled florets.

These beautiful types are quite variable and are most desirable. The beautiful colors are most fascinating and can best be described as containing all shades of orange and yellow. The plants are about three feet high, supporting masses of flowers on fine stems for cutting. Tr. Pkt.....25c Oz.....\$3.50 1/4 lb.....\$12.00

"Harmony"

(See colored illustration on inside front cover)

A remarkable break in the dwarf French section of Marigold, which differs from all existing forms in its habit and the shape and coloring of its flowers, the latter, almost suggesting those of a Scabiosa, are of a bright golden-yellow, bordered with rich maroon-red, a most striking and effective combination of tints. The plants being about 12 inches high and of very bushy habit, form excellent material for cutting and bedding. We consider this a most important, new introduction in the Marigold family. Tr. Pkt.....25c

1/4 oz.....35c Oz.....\$1.00

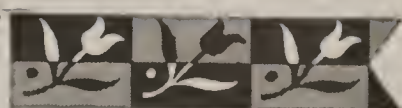
1/4 lb.....\$3.00 Lb.....\$10.00

Macdonald's "Little Giants"

(See illustration and complete description in Novelty Pages of this book)

Strongly recommended for bedding and pot plants, especially the latter.

Tr. Pkt.....35c Oz.....\$4.00



Marigold "Guinea Gold"
(Carnation Flowered)

MARIGOLD (Continued)

African Dwarf

Golden Queen. A dwarf, large-flowered, full double, light orange of imbricated or carnation type of flower. Varies in height with us from 12 to 14 inches outside to 2 feet under glass, and comes around 80% double. From seed sown January 9 we flowered this variety April 15 on a raised 6-inch bed. Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.50

Carnation Flowered

Loosely ruffled petals and size of this group suggests carnations. Very popular for summer cutting and greenhouse forcing.

Sunset Giants. The largest flowering strain of Giant Marigolds. We have noted plenty of 7-inch flowers of this variety under California conditions. Mixture of colors from lemon-yellow to clear orange. Loosely formed flowers with Giant African growth, though somewhat uneven. Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

Yellow Supreme. Creamy lemon-yellow, loose petaled, 2- to 3-inch flowers produced on nice stems for cutting. 2 1/2 feet.

Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.25 4 oz.....\$4.00

Guinea Gold. Light attractive orange-colored flowers, about 2 inches, and very freely produced throughout the summer. No retail grower should be without a row of this and Yellow Supreme. 3 ft.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50 4 oz.....\$5.00

New Marigold "Golden Eagle"

Very similar in habit, flower size and type to the well known Guinea Gold. The color, however, is a rich golden yellow, midway between Yellow Supreme and Guinea Gold. If you have grown these two, the value of this new color, especially for outdoor cutting, can be visualized and appreciated. Tr. Pkt.....50c 1/4 oz.....\$1.00 Oz.....\$3.50

FRENCH MARIGOLDS

Tall Small-Flowered

Double Scotch Gold Striped. Highly effective and true but rather late flowering for early frost sections. 2 1/2 ft.

Tr. Pkt.....20c 1/4 oz.....35c Oz.....\$1.00

Tall French Double

Pulchra-Plena. Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting.

Tr. Pkt.....15c Oz.....50c

Single Josephine. Small dark brown. 2 ft. Tr. Pkt....15c Oz....50c

Dwarf Small-Flowered

Most valuable class to flower in small pots for spring combinations. For this use sow early in January and carry on in a warm house. Also this class is largely used in outdoor work.

Dwarf Royal Scot, All-Double (New). (Waller-Franklin description). For many years we have been working on striped French Marigolds and we now have an achievement of which we are very proud. We offer the trade a new strain of Dwarf Striped French Marigold. Growth, dwarf and bushy, every plant of a uniform shape and height of about 10 to 12 inches. Color is rich mahogany and gold in uniform stripes.

In addition, we offer practically absolute doubleness in each plant.

Tr. Pkt.....25c Oz.....\$2.00 1/4 lb.....\$7.00

MARIGOLD (Continued)

(Dwarf Small Flowered)

Improved Harmony. Medium size Scabious-like double flowers. Deep orange center with maroon-red outer petals. Quite striking and distinct. Valuable for cutting and bedding. 14 to 18 in.

Tr. Pkt.....25c 1/4 oz.....35c Oz.....\$1.00

1/4 lb.....\$3.00 Lb.....\$10.00

Electric Light. Double to semi-double, about the size of Legion of Honor. Attractive for bedding. Tr. Pkt....25c 1/4 oz....50c Oz....\$1.50

French Double Striped. Orange and yellow striped and mixture of colors. A very excellent bright mixture, and with us gets into flower fairly early. Fully 80% double, uniformly 16 to 20 in.

Tr. Pkt.....25c Oz.....75c

Double French Monarch Strain. A bright mixture of mahogany, orange and yellow. Around 75 to 80% full double, nicely formed flowers. Flowers of this strain are more attractive than the Dwarf French mixed that follows, but they are also about 2 weeks later flowering and in sowing this should be remembered. 14 to 16 in.

Tr. Pkt.....20c Oz.....75c

Dwarf French Double Mixed. A very colorful mixture. Excellent for combinations or bedding. Tr. Pkt....15c Oz....50c Lb....\$4.50

Robert Beist. Extra deep rich mahogany-red, medium size. Fully 80% double. Fairly uniform in height. 16 to 20 in. Tr. Pkt...20c Oz...50c

Monarch Golden Ball. Light golden orange and nearly 100 per cent double. Easily the finest in this color. 12 to 15 in.

Tr. Pkt.....20c Oz.....75c

Pallida. Double lemon or light yellow. Nearly 100% double and uniform. 12 in. Tr. Pkt.....20c Oz.....65c

Fire Cross. Single dwarf light orange, resembles Legion of Honor except that the yellow on outer edge of petals is a deeper golden shade. Also we find Fire Cross some earlier flowering and more compact. A valuable outdoor variety. 12 to 14 in.

Tr. Pkt.....20c Oz.....60c

Legion of Honor. A well known dwarf single. The lemon-yellow in this variety contrasts brightly with the mahogany center. Both the above two dwarf singles are valuable for early flowering in small pots.

Tr. Pkt.....15c Oz.....50c

Signata Pumila, Little Giant. Very small bright orange-colored flowers freely produced on dwarf, uniformly compact growth. 6 in. Excellent for edging. Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.40

"Flaming Fire" (Tall, Single French)

(See illustration in Novelty Pages of this book).

The long stemmed, brightly colored flowers, 2 inches across, vary in color at different seasons, at times they are flaming red and other times red and yellow. Plants are much branched, 2 1/2 feet tall, come into bloom in about 12 weeks, and continue to bear most profusely all through the season. Tr. Pkt.....25c

Miscellaneous Large-Flowered

Crown of Gold. Clear yellow, small-flowered, about 1 1/2 inches with cushioned center and outer guard petals, in form resembling Dixie Sunshine. Tr. Pkt.....25c

Dixie Sunshine. Medium size, bright yellow, fully double, ball shaped. Nice for cutting and garden decoration, but one of the latest flowering kinds on the list and sometimes caught by early frost before flowering in our latitude. 3 ft. Tr. Pkt.....25c

MARIGOLDS (General List)

Giant African Class

3 feet. Large, double-flowered; a valuable class for cutting.

All-Double Orange. Not quite so large as Prince of Orange, the percentage of doubles will run much higher, 80 to 85%, with a few semi-doubles. We prefer the All-Double strain.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50 4 oz.....\$5.00

All-Double Lemon. Same high double percentage as in All-Double Orange. The demand for these colors usually calls for about 25% of the All-Double Lemon.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50 4 oz.....\$5.00

All-Double Mixed. Mixture of both above colors.

Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.35 4 oz.....\$4.00

Prince of Orange. For size and perfect flowers the finest Giant African strain. 60% fully double, balance all single.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50

Lemon Queen. Same as Prince of Orange in lemon color.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50

Golden Emblem. Rich golden yellow mid-way between orange and lemon. An attractive addition to the Giant African type.

Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.50

MARIGOLDS "Harmony" and "Sunset Giants" illustrated in color on Front Cover and Inside Front Cover.



"Supreme" Quality



Flower Seeds



MARVEL OF PERU (Four O'clock)

Mixed Colors. Oz.....15c ¼ lb.....40c

MATTHIOLA

Bicornis. Evening-scented stock, purplish-lilac. Tr. Pkt...15c Oz...30c

MATRICARIA

*Capensis Alba Fl. Pl. Double White. Tr. Pkt.....15c Oz.....50c

*Golden Ball. Tr. Pkt.....40c Oz.....\$2.00

MESEMBRYANTHEMUM

Crystallinum. Ice Plant. White flowers. Tr. Pkt.....15c Oz.....40c

MIGNONETTE

For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes.

Ball Strain. Tr. Pkt.....\$1.00 ¼ oz.....\$1.75 Oz.....\$6.00

New York Market. Tr. Pkt.....\$1.00 ¼ oz.....\$1.75 Oz.....\$6.00

Machet. Good for summer bedding work. Tr. Pkt.....15c Oz.....50c

Golden Goliath. Goliath Red. Each: Tr. Pkt.....20c Oz.....75c

Sweet Scented. Large flowering. Tr. Pkt...10c Oz...15c ¼ lb...35c

MIMOSA (Sensitive Plant)

Pudica. Tr. Pkt.....20c Oz.....40c

MIMULUS

Moschatus (Musk Plant). Tr. Pkt.....35c ⅛ oz.....60c

Tigrinus (Monkey Flower). Tr. Pkt.....15c ¼ oz.....50c

MORNING GLORY

Japanese Select. Tr. Pkt.....10c Oz.....15c

MUSA

Ensete (Abyssinian Banana).

25 seeds.....60c 100 seeds.....\$2.20 1000 seeds.....\$20.00

*MYOSOTIS (Forget-Me-Not)

Blue Bird. A beautiful winter-flowering Forget-Me-Not. 1 ft.

Tr. Pkt.....35c ¼ oz.....90c Oz.....\$3.25

Ruth Fisher. Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy dark green foliage, 10 in.

Tr. Pkt.....50c 1/16 oz.....\$1.20

Susanne (Winter Flowering). Bright blue. Best variety for cutflowers and pots, ideal for St. Valentine Day bloom. Start seed in May and keep shifted. Will come into flower naturally for February.

Tr. Pkt.....50c 6 Tr. Pkts.....\$2.50

Tr. Pkt. Oz.

Alpestris Royal Blue. Rich indigo blue....(¼ oz., 40c) \$0.25 \$1.25

Alpestris Rosea. Rose color.....20 .75

Alpestris Victoria. Azure blue; very fine.....30 1.50

Alpestris Mixed(¼ lb., \$1.50) .15 .50

Dissitiflora Perfection. Large clear blue. Early flowering(¼ oz., \$1.25) .50 ..

Palustris Semperflorens. The popular ever-blooming variety. Clear blue flowers in sprays.....(¼ oz., 50c) .25 1.75

Oblongata, Blue Bird. Large deep blue, flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter.....(¼ oz., 90c) .35 3.25

NASTURTIIUM

The following are of the new Double climbing type. Supported, in a carnation house, will provide a profusion of flowers.

Golden Gleam. The standard golden yellow.

Oz.....15c 4 oz.....35c Lb.....\$1.15

Fire Gleam. Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50

Moon Gleam. A light creamy yellow.

Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50

Orange Gleam. A deep glowing color.

Tr. Pkt.....15c Oz.....60c 4 oz.....\$1.75

Salmon Gleam. Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50

Scarlet Gleam. Oz.....20c 4 oz.....50c

Gleam Hybrids. A very attractive mixture with a wide variation of colors. Oz.....15c 4 oz.....40c Lb.....\$1.25

Climbing or Trailing Varieties. Crimson-maroon, dark foliage. Pink, scarlet or yellow. Each: Oz.....10c ¼ lb.....25c Lb.....80c

Climbing Special Mixed. Oz.....15c ¼ lb.....30c Lb.....\$1.00

Dwarf or Tom Thumb Varieties. Crimson, dark foliage, golden-yellow, crimson-maroon, or salmon-pink., Each:

Oz.....10c ¼ lb.....25c Lb.....80c

Dwarf Special Mixed. Oz.....15c ¼ lb.....30c Lb.....\$1.00

NEMESIA (Strumosa Suttoni)

GRANDIFLORA. The tall class. 14 in. Fine for early spring cutting.

Blue. Tr. Pkt.....25c ¼ oz.....65c

Cherry Red. Tr. Pkt.....25c ¼ oz.....60c

Orange. Tr. Pkt.....25c ¼ oz.....60c

Rose. Tr. Pkt.....25c ¼ oz.....75c

Scarlet. Tr. Pkt.....25c ¼ oz.....60c

White. Tr. Pkt.....35c ¼ oz.....\$1.00



Nasturtium Bodger's Double

(Sweet Scented Orange Gleam. Desirable for cutting)

NEMESIA (Continued)

Mixture. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.85

NANA COMPACTA. The dwarf compact growing type. Fine for spring pot plants or combination boxes.

Aurora. Tr. Pkt.....25c ¼ oz.....60c

Blue Gem Improved. Especially nice. Tr. Pkt.....25c ¼ oz.....60c

Fire King. Tr. Pkt.....25c ¼ oz.....60c

Orange Prince. Tr. Pkt.....25c ¼ oz.....60c

White Gem. Tr. Pkt.....35c ¼ oz.....75c

Triumph Mixed. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.65

NEMOPHILA

Mixed. Tr. Pkt.....10c Oz.....15c

*NEPETA (Mauve Catnip)

Mussini. Neat bushes of small lavender-like foliage covered with terminal spikes of pale mauve flowers. Both foliage and flowers are aromatic. Blooms from May to September. 1 ft. Splendid for beds, edging, or rock garden. Tr. Pkt.....40c Oz.....\$2.00

NICOTIANA (Ornamental Tobacco)

Affinis. Fragrant, white.....\$0.10 \$0.30

Affinis Hybrids10 .40

Crimson Bedder. Rich deep crimson.....15 .80

Sanderac. Red10 .50

NIEREMBERGIA

(See inside front cover for colored illustration.)

Hippomanica. An attractive new pot plant suitable for outdoor bedding where summers are not too hot. 6 to 8 in. Tr. Pkt.....50c

NIGELLA (Damascena)

Miss Jekyll. Double Blue. 18 inch. Tr. Pkt.....10c Oz.....15c

Oenothera

EVENING PRIMROSE

Afterglow. Yellow with bright red calyx. 3 in. Tr. Pkt...20c Oz...50c

Lamarckiana. Yellow. 4 feet. Tr. Pkt.....15c Oz...25c

OENOTHERA (Evening Primrose)

Missouriensis (Macrocarpa). A splendid hardy perennial for an exposed sunny position either in the border or the rockery. Large yellow flowers, frequently 5 inches in diameter, produced freely from June until August. 12 inches. Tr. Pkt.....50c Oz.....\$3.00

OENOTHERA MACROCARPA

Yellow. Tr. Pkt.....35c Oz.....\$2.60

PANSIES "The World's Best"

For April-May plant sales, Pansy seed can be sown indoors to advantage in January.

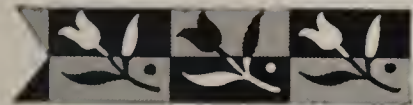
Pansies are one class of plants that everyone seems to like, and if you carry a good strain you will find customers returning year after year for your stock and leaving the cheap offerings at roadside stands, meat markets, hardware stores, for the many beginners in gardening.

A. B. C. "PRIVATE STOCK"

Fancy Exhibition Mixture. A. B. C. "Private Stock" is a really outstanding "all-purpose" mixture and has given the utmost satisfaction both for cutflowers and plant sales.

Tr. Pkt.....50c ⅛ oz.....\$1.25 ¼ oz.....\$1.75 Oz.....\$6.50

PANSIES Continued on Page 41



"Supreme" Quality



Flower Seeds



A. B. C. "SUPREME" QUALITY PETUNIAS

RECENT INTRODUCTIONS



New "All Double" Petunia

"ORCHID BEAUTY" IMPROVED

A NEW "ALL DOUBLE" PETUNIA OF HIGH VALUE, EXCEPTIONAL FOR POT PLANTS AND BEDDING

Given an Award of Merit By the 1937 "All-America Council"

The All-Double Petunia "World Beauty," illustrated on next page, has proved so highly popular with the trade and public as well that the introducers of this valuable kind have striven for several years past to produce an orchid-colored variety of the same type and of equal value. We are glad to say that this has now been accomplished, and while there is, as is the fact with most Petunias, some slight variation in

shading of same, the effect of "ORCHID BEAUTY" IMPROVED is 100 per cent outstanding. We predict that this new introduction will obtain as keen a vogue as has "World Beauty" and the All-Double Mixture.

Since the supply of "Orchid Beauty" seed is comparatively small this year, we suggest early ordering.

Tr. Pkt. (600 seeds).....\$2.00 ½ Tr. Pkt. (300 seeds).....\$1.25

Highest All-America Award Winner 1938

"SALMON SUPREME"

A color long wanted in Petunias. The flowers, when first opening, are of a rich coral-salmon, changing as they mature to a glistening soft salmon-pink. They grow 2 inches across and are deeply five-lobed. We have placed it in the hybrida nana compacta group, although the plants

are perhaps somewhat more spreading. They have a uniform height of about 1 foot and a spread of about 1½ feet. Profuse branching, unusually floriferous. Tr. Pkt.....75c

Hybrida "Elf"

This new shade in Petunias is a valuable addition for balcony and window-box decorations. The plants, about 18-20 inches high, are bushy. The thin but strong stems produce masses of medium sized flesh pink blooms. This delicate colored Petunia will be generally welcome for use in groups and beds. Tr. Pkt.....50c

"Topaz Rose"

(Special Mention by All-America Council)
Hybrida type, 2 inch flowers of clean, light cerise red or topaz rose, running true and with strong Petunia scent. A good grower, 15 to 18 inches tall and fairly upright. Continuous bloomer and holds color quite well in hot sun. Tr. Pkt.....50c

Hybrida Grandiflora Fimbriata

("Golden Jubilee")

German (Grower's) Description

A sport from my "Miranda" variety. Both have the finely fringed and delicately crinkled petals of bright carmine tinged with scarlet. Golden Jubilee, however, has a golden throat with light bronze colored markings. This golden yellow center gives the flower a gay and festive character, comparable to the golden trimming on a state robe. Every plant produces numerous blooms measuring about 3½ inches in diameter. Tr. Pkt.....\$1.00

UNSOLICITED TESTIMONIAL

October 2, 1937.

Humboldt, Tenn.

"I will also want some more of 'World-Beauty' Petunia. Was much pleased with them last spring. My customers raved over it.
(Signed) C. H. Hardison."

"Blue Gem" (Nana Compacta)

(Recommended by All-America Council)

True violet-blue, dwarf, with perfect ball shaped growth. A real good addition to the dwarf blue family.

Tr. Pkt....75c ¼ oz....\$2.00 Oz....\$7.00

SCHIZANTHUS "MOTHER'S FAVORITE" IS HIGHLY RECOMMENDED FOR POT PLANTS



"Supreme" Quality



Flower Seeds



A. B. C. OFFERS THE NEWEST "STYLES" IN PETUNIAS



New All Double Flowering Fringed Petunia, "World Beauty," Original Strain
(Named and Introduced by the American Bulb Company)

The Significance of "What's New" to the Florist

Increased Sales—More Profit

For the American public at large, the phrase, "What's new?" is rapidly becoming one of the most popular forms of greeting. To the florist, however, this expression has far greater significance, for he often interprets it in terms of dollars and cents. Accordingly, the florist who answers the question, "What's new?" with saleable merchandise soon discovers more customers, increased sales, and greater profits.

As a means to this end we recommend to growers liberal plantings of the newer strains of Petunias, particularly "World Beauty" (Original Strain) introduced and named by A. B. C., All Double "De Luxe" Mixed, A. B. C. (Eriksson's Strain), "Private Stock" Mixed, "Bountiful Portland Varieties," "A. B. C. Celestial" (Originator's German Strain), as well as the other new kinds illustrated and described in this list. "World Beauty" has especially proved to be a wonderful money-maker for the trade, and we believe florists will find it worth while to culture same in a large way.

"All Double" "World Beauty" . . . The "Queen" of All Petunias

Illustrated Above

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. World Beauty has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

For Mother's Day

"World Beauty" has proved to be an ideal pot plant and a worth-while profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias.

Price of "World Beauty" Seed, Original Strain:

500 seeds . . .	\$1.25	1,000 seeds . . .	\$2.00	3,000 seeds . . .	\$5.00
1/64 oz.	\$6.50	1/32 oz.	\$13.00		

Some of the Numerous Unsolicited Testimonials We have Received in Connection with Petunia "World Beauty," Etc.

American Bulb Co.
Dear Sirs:

Your seeds have been a constant source of joy. The Petunias are the envy of all local growers. In exhibits they have just stopped trying to compete, for with the "World Beauty" we have been awarded the blue ribbon for the past four years.

(Signed) R. M. ENOCH,
Washington, Pa.

American Bulb Co.
Dear Sirs:

Your World Beauty Petunia is a winner! As a pot plant it "sold itself" the past spring and when short of Carnations I used same for funeral work. After placing stems in the water a few hours the blooms remained firm for a long period.

Yours very truly,
(Signed) KABOT GREENHOUSES.

Niles, Ill.

American Bulb Co.

Gentlemen:

The Petunia seeds purchased from you have a wonderful germination. I have better than 90%, so here goes another order.

(Signed) HARRY L. BATESON.

Long Beach, Calif.,
May 15, 1937.

A. B. C. PETUNIA "WORLD BEAUTY" MEANS REAL PROFIT FOR THE GROWER



PETUNIAS

A. B. C. "PRIVATE STOCK"

(Eriksson Strain)

Single Large Flowering Dwarf Fringed and Ruffled Mixed

The "De Luxe" of Single Petunias

A very much improved strain of "hand pollinated" large flowering dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Illinois (originator of "Primula Malacoides Erikssoni"), and which, we believe, is the choicest mixture of Dwarf Large Flowering Mixed Petunias obtainable. Exceptional for pot plants, porch and window boxes, bedding, etc.

Trade Packet (1,000 seeds).....\$ 1.25

1/32 oz.....\$4.00 1/8 oz..... 15.00

1/16 oz..... 8.00 1/4 oz..... 28.00

UNSOLICITED TESTIMONIALS

FOUR-WAY LODGE

COCOANUT GROVE (Miami) Florida

November 16, 1936.

Your A. B. C. "Private Stock" Petunias (Eriksson strain) are the most remarkable single Petunias that I have ever grown. From 1 trade packet last season I raised about 900 plants in 5-inch pots and every plant produced flowers 6 inches and over in diameter and a great variety of the most beautiful color shades besides made that set of plants outstanding from beginning to end.

New Orleans, La., April 6, 1937.

American Bulb Co.

Dear Sirs:

It may interest you to know that Eriksson's "Private Stock" mixture of single Petunias are "the talk of the town." Both Chas. Eble, florist, and Lake View Nursery have plants with numerous flowers on them measuring 4 to 6 inches across.

Yours truly,

(Signed) ERNST POPPERS,

A. B. C. Representative.



Type of Dwarf Petunia A. B. C. "Private Stock"
(Eriksson Strain) Single Dwarf Mixed (Actual Size)

All-Double "De Luxe" Petunias

(VICTORIOUS STRAIN)

Giant Fringed Dwarf Mixed

Same type as "World Beauty" illustrated on inside front cover, but in choicest mixture. This notable strain produces 100 per cent Double Flowering Petunias mostly of the Giant Fringed Type; the percentage of somewhat smaller flowering Doubles does not, as a rule, exceed 25 per cent; the remainder will be all large flowering fringed Doubles. The flowers are very large, often measuring 5 inches across. Exquisitely ruffled and fringed, and contain a good range of brilliant colors. In addition to their desirability for pot plants and bedding they likewise provide valuable summer cut flowers for the retail grower.

1/2 Tr. Pkt. (500 seeds).....\$1.00 Tr. Pkt. (1,000 seeds).....\$2.00

3 Tr. Pkts. (3,000 seeds)....\$5.00 1/64 oz.....\$5.50 1/32 oz.....\$10.75

Carnation-Flowered Mixed

Another 100 per cent double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type offered above. Height 13 inches. Ideal for pots and bedding.

Mixed Colors. Tr. Pkt.....\$1.50

A Desirable Shrimp Pink Double

Shepherd's Pride. Attractive shade of salmon or shrimp pink. Produces about 60 per cent of large double flowers, the balance beautiful single blooms. 1/2 Tr. Pkt.....75c Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

All-Double (Continued)

"Purple Robe." 4 in. Height 10 in. Dark velvety purple, beautiful.
1/2 Tr. Pkt.....75c Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

Gaiety. (Award of Merit by All-America Council) Rose-red and white with beautifully frilled petals. Flowers three and one-half inches across.
Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

"Madonna" or "Snowball". 4 in. Height 10 in. We believe this to be the best Double White-Fringed Petunia. 1/2 Tr. Pkt.....75c
Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

Choice Small Flowered Double Petunia "Double Rosy Morn" Dwarf

This beautiful small-flowered Double Pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn, and all available. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$3.00

PLEASE NOTE: Highly bred double Petunia seed is not as vigorous in growth as is that of single strains. To some extent this lack of vigor extends to the seed. Seed of our All-Double strains has been carefully tested in soil, and, if carefully handled, we know it will germinate 60 to 70 per cent. For this reason and because of its high cost we cannot entertain claims of non-germination of this seed. If handled with due care, we know it will grow. Cultural hints (supplied free with each order) if consistently followed, will, we believe, insure good germination of all Petunia varieties listed in this book.

A. B. C.

A. B. C. DE LUXE PETUNIAS



Petunia, “Dainty Lady”
Tr. Pkt.....50c

“Dainty Lady” is the nearest approach to a yellow Petunia and is desirable in making up a combination of coloring.

Petunias—California Giants in Separate Colors

The Largest of the Petunia Family

	Tr. Pkt.	1/64 oz.	1/32 oz.
Camilla. Pink, red veined, dark throat.....	\$0.75	\$1.25	\$2.25
Copper Red Dark. Rich coppery crimson.....	.75	1.25	2.25
Copper Red Light. Rich old rose.....	.75	1.25	2.25
Floretta. Steel blue, veined black, dwarf.....	1.00		
German Empress. Bluish white.....	.50	1.25	2.50
Harlequin. Coppery scarlet.....	.50	1.25	2.50
King Alphonso. Rich crimson-rose.....	.50	1.25	2.50
Prince of Wuertemberg (Black Prince). Dark crimson	.75	1.25	2.50
Princess of Wuertemberg. Rose-pink.....	.50	1.25	2.25
Rheingold. Large white.....	.50	1.25	2.50
Robin Hood. Deep rose.....	.75	1.50	
Silvery Rose. Pink, flushed rosy amaranth; beautiful	.75	1.50	2.50

Petunias—California Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-in. or 4-in. pots. Very choice for bedding under favorable conditions. **Dwarf Giants** (Eriksson Strain). Hand pollinated greenhouse grown seed, positively the “last word” in giant single-flowering Petunias. Truly dwarf and uniform. (See illustration in this book.) Tr. Pkt. (1,000 seeds)....\$1.25 1/32 oz....\$4.00 1/16 oz....\$8.00 1/8 oz....\$15.00 1/4 oz....\$28.00 **A. B. C. Dwarf Giants.** A selected dwarf giant strain. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00 1/32 oz.....\$3.75 1/16 oz.....\$6.75 **Dwarf Giants, Ramona Strain.** A most desirable strain of Giant Petunias. 1/2 Tr. Pkt.....60c Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$2.75 1/16 oz.....\$5.00

Petunias—Giants of California Mixtures (Cont.)

Giants of California, Medium Dwarf. Somewhat taller and stronger than the above. Tr. Pkt.....75c 1/64 oz.....\$1.50 1/32 oz.....\$2.75 1/16 oz.....\$4.50 **Giants of California, Medium Dwarf.** Same as above except that it is a fairly light color mixture. Tr. Pkt.....75c 1/64 oz.....\$1.50 1/32 oz.....\$2.75 1/16 oz.....\$4.50 **Giants of California, Regular or Tall.** Tr. Pkt.....50c 1/64 oz.....\$1.00 1/32 oz.....\$1.50 1/16 oz.....\$2.50

Large Flowering Fringed Petunias

(Petunia Hybrida Grandiflora Fimbriata)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. The varieties we offer are the finest in color and form.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Apple Blossom. Shell-pink. Finely fringed.....	\$0.50	\$1.25	
Aurora. Light rose, veined purple.....	.50	1.50	
Brilliant Rose. Bright rose.....	.50	1.50	
Columbia (New). Pleasingly attractive pink and white. Upright habit, for border work.....	.50	1.50	
Golden Jubilee. Carmine-scarlet. Golden throat. Very choice	1.00		
Maculata. Attractive rose and white.....	.50	1.50	\$2.50
Pink Triumph. Fringed rose-pink.....	.50	1.00	1.75
Pride of Portland. Rose-pink.....	.50	.75	1.25
Romany Lass. Crimson.....	.50	1.25	2.00
Fringed Royal Purple (Marine). Rich deep purple. Comes fairly true to type.....	.75	1.75	3.25
The Art. Boldly striped and blotched with brilliant carmine-rose and purest white.....	1.00		

THEODOSIA IMPROVED. Beautiful rose-pink with golden throat, large flower, exquisitely fringed; highly recommended.

Tr. Pkt.....50c 1/64 oz.....\$1.00 1/32 oz.....\$1.75

	Tr. Pkt.	1/64 oz.	1/32 oz.
White Beauty. Fringed. Clear white.....	\$0.50	\$0.75	\$1.25
Youth. In color this is a stripe of velvet violet-blue and purest white.....	1.00		

Petunias—Large Flowering Single Fringed Mixtures

A. B. C. Single Fringed Mixed. This is an extra free flowering, medium size fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats. Tr. Pkt.....50c 1/32 oz.....\$1.00 1/16 oz.....\$1.75 1/8 oz.....\$2.75 1/4 oz.....\$5.00 **A. B. C. Grandiflora Fringed Mixed.** A mixture of named Grandifloras, all of excellent colors, medium tall growth. Tr. Pkt.....50c 1/32 oz.....\$1.25 1/16 oz.....\$2.00 1/8 oz.....\$3.25 **Fluffy Ruffles.** We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt....50c 1/32 oz....\$1.25 1/8 oz....\$3.75

Petunias—Balcony Type

Of heavy free growth and as profuse flowering as the Hybrids but with larger flowers. Though not of compact habit, the Balconies are particularly desirable for vases, window boxes, etc.

Black Prince (New). Rich velvety crimson-red. A choice new color and much superior to “Flaming Velvet,” which has proved to be a disappointment. Tr. Pkt.....35c 1/16 oz.....60c 1/8 oz.....\$1.00 **Alba** (white), **Crimson, Rose, Royal Purple, and Mixed.**

Tr. Pkt., Each....25c 1/8 oz....60c 1/4 oz....\$1.00 Oz....\$3.00 **Blue.** Tr. Pkt.....35c 1/16 oz.....60c 1/8 oz.....\$1.00

WHEN PLANTING SMALL SEEDS

If small seeds such as those of Petunias, are mixed with finely sifted soil, better results are obtained than by broadcasting the seed and covering with soil. The soil should be well firmed, then covered with burlap, and watered with a fine spray. It is necessary to spray once or twice a day to keep the ground damp. In a short time the seeds sprout. As soon as they come through the soil the burlap should be removed.

CELESTIAL IMPROVED (GERMAN STRAIN) IS AN EXCEPTIONAL PINK BEDDING PETUNIA

A. B. C. DE LUXE PETUNIAS (Continued)

Large Single Petunias

(Petunia Hybrida Grandiflora)

Ruffled and plain-edged varieties. Excellent for growing in beds or pots. The large blooms are produced very freely.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Balcony Queen. Irregularly blotched purple and white	\$0.50	\$1.00	\$1.75
"Blue Star" (Eriksson's). White, with blue marking.....(1/16 oz., \$12.00)	1.00	3.50	6.50
"Elk's Pride Improved." (See listing on next page under title of "Bountiful Strain" Portland Petunias). We recommend the "Portland Type" to the above California Strain.....	.50	1.00	1.75
Dwarf Elk's Pride (New). About two-thirds height of above.....	.75		
Giant Steel Blue. Light blue, dark veins.....	.50		1.25
Dwarf Pink Glory. Of perfect dwarf habit. Deep rose75	1.25	2.25
Purple Prince. Deep purple.....	.50		1.00
Queen of the Market. Dark carmine.....	.50	1.25	2.00
White Cloud. Dwarf bedding. Clear white.....	.50	1.00	1.60
Silver Seam. Dark blue with edge of petals clearly seamed white.....	.75		
Dwarf Striped Glory. White ground, striped crimson. A new and fancy color.....	1.00	1.75	3.00
White Queen (Dwarf White Glory). The flowers are of the purest white.....	.75	1.75	
Tr. Pkt.			
Snowstorm Improved.....(5000 seeds, \$5.00)			\$1.25
(We recommend this as being, without doubt the best Dwarf White Petunia in existence.—A.B.C.)			
Dwarf Carmine Glory. Brightest carmine.....			1.00
Dwarf Scarlet Glory (New). The richest colored Petunia yet offered			1.00
Topaz Rose (New). Fiery velvety rose of a brilliance seldom seen50



Petunia Hybrida

Medium Size Flowers

	Tr. Pkt.	1/4 oz.	Oz.
Alba. Free flowering white.....	\$0.15	\$0.25	\$0.75
Blue Bee. Violet-blue.....	.25	.40	1.50
Carmen Sylva. Violet, white throat.....	.20	.40	1.25
Countess of Ellsmere. Rose, white throat.....	.15	.25	.75
General Dodds. Velvety blood-red.....	.25	.40	1.50
Inimitable. Deep carmine, striped white.....	.25	.40	1.50
Lord Courtenay. Golden rose.....	.30	.60	2.00
Violet Gem. Deep violet.....	.25	.40	1.50
Special Mixed25	.50	1.50

New Pure White Dwarf Petunia A. B. C. Improved "Snowstorm"

(An A. B. C. Introduction)

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.

Tr. Pkt. (1,000 seeds).....\$1.25 5,000 seeds.....\$5.00

Improved "Star of California"

Balcony type. Violet-crimson, white star.

A most desirable variety that comes quite true from seed.

Tr. Pkt.....	50c	1/8 oz.....	75c
1/4 oz.....	\$1.25	Oz.....	\$4.75

Petunia, Dwarf Scarlet Glory

Believed to be the richest colored large flowering Petunia yet offered. Grows about 10 inches high; of compact habit and exceptionally free blooming. Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50

"Bountiful Strain" Portland Petunias Single, Large Flowered

(Fringed and Ruffled)

Originator Strains, Seed from Hand Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinative power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of reverts to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.
Elk's Pride, Improved. Royal purple.
Lilac Beauty. Soft lilac.
Pride of Portland. Deep rose.

Ruffled Heliotrope. Soft heliotrope.
Scarlet Beauty. Bright scarlet.
White Beauty.
Mixed Colors.

Price, each of above—

Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50 6 Tr. Pkts.....\$4.50

A. B. C. DE LUXE PETUNIAS (Continued)



A. B. C. Improved "Snowstorm"
(One-third Natural Size)

New Pure White Dwarf Petunia
A. B. C. Improved "Snowstorm"

(Illustrated above)
(An A. B. C. Introduction)
The White Petunia You Have Been Waiting For

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias. Tr. Pkt. (1,000 seeds) . \$1.25 5,000 seeds. \$5.00

HYBRIDA NANA COMPACTA PETUNIAS

Hybrida or Bedding Petunias

Dwarf Compact Type (1 ft.)
(Petunia Hybrida Nana Compacta Erecta)
Considered the Most Satisfactory Dwarf Bedding Class

Celestial Rose, Improved (Originator's German Strain). This is a big improvement over that old favorite, Rose of Heaven. Beautiful, rich, satiny, deep rose and unusually free blooming. This originator's strain comes practically 100 per cent true. Our customers have been highly pleased with this Originator's German Strain.
Tr. Pkt.....50c 1/4 oz.....\$2.75 Oz.....\$10.00

	Tr. Pkt.	1/4 oz.	Oz.
Celestial Rose. American grown seed. A good average strain of this desirable variety... (1/8 oz., 75c)	\$0.35	\$1.25	\$4.00
Chicago Blue. A beautiful, rich-colored blue which withstands bad weather admirably. Highly recommended60		
Adonis. Purple-rose, white throat, small free flowering25	.40	1.35
Adora. Rosy carmine with pure white star..... (1/8 oz., \$3.00)	.50	5.00	
Alderman. Clear deep violet-blue.....	.35	.60	2.00
Admiral. Clear wavy edged blue, compact habit...	.50		
Blue Bedder (Sutton's). Deep blue with some violet..	.35	.75	2.75
Blue Bird. Deep velvety purple-blue.....	.35	.75	2.50
Blue Perfection. Medium deep blue.....	.35	1.00	3.75
Cockatoo. Violet irregularly marked white..... (1/8 oz., 75c)	.35	1.25	

Hybrida Nana Compacta (Continued)

	Tr. Pkt.	1/4 oz.	Oz.
Heavenly Blue. Light or silvery blue. Extra select stock..... (1/8 oz., \$1.00)	\$0.45	\$1.75	\$6.50
Howard's Star (Regular Strain). Dark crimson with white star. Our strain of this comes quite true..	.35	1.00	
Dwarf Howard's Star (New). About two-thirds height of regular stock, rich dark crimson with white star..... (1/8 oz., 80c)	.35	1.50	5.00
Little Blue Star. Clear blue with white star..... (1/16 oz., \$1.75; 1/8 oz., \$3.00)	.50		
Mikado. Boldly striped with clear carmine-rose on snow-white ground50	1.00	3.50
Norma. Violet-blue, white star. Choice dwarf variety	.25	.50	1.50
Rose of Heaven. Well known rose-pink.....	.25	.50	1.75
Improved Rosy Morn. A valuable addition to this dwarf family35	2.75	10.00
Rosy Morn. Fairly deep rose with white throat....	.35	.75	2.50
Senator Improved. Violet with white throat, beautiful	.50	1.50	5.00
Silver Blue. Re-selected (outstanding).....	.50	1.50	4.50
Snowball. A fine true white for bedding.....	.25	.40	1.50
Violacea. Deep rich shade, dwarf growth.....	.25	.40	1.50
Special Mixed25	.50	1.75
Blue Gem. True violet-blue dwarf with perfect ball shaped growth. A real good new addition to the dwarf blue family75	2.00	7.00
Snow Bedder. In height this does not exceed 10 in., but when well grown fully covers 24 inches of ground. The snow white flowers which are about 2 1/2 inches across, literally cover the whole plant	.50	1.50	5.00
Rose Queen Improved. New intense brilliant rose..	.50		

New Fancy Petunia—Ruffled
Nana Compacta, "Martha Washington"

A new break in Petunias. Martha Washington is a ruffled or frilled nana compacta. Its growth is about 9 inches high and it forms a perfect ball effect, literally smothered with lovely frilled blooms about 3 inches in diameter. Its neat, compact habit has never before been seen in Petunias.

The color is quite remarkable. The frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine-red deepening in the throat, which is large, to dark violet; the whole forming a striking contrast of colors. Award of Merit All-America Selections, 1935. Highly Commended R. H. S. (England) 1935. Tr. Pkt.....50c 1/32 oz.....\$1.50

Miniature Nana Compacta

This group comprises neat, compact plants about 6 inches high and 8 inches in diameter, fully covered with a mass of flowers. "Gem" Petunias—a miniature small-flowered class of ideal rounded, compact, very free-flowering habit. 8 to 10 inches in height. Desirable for edging.

Rose Gem (New). Clear deep rose. Tr. Pkt.....35c 1/64 oz.....\$1.25
Pink Gem. Compact, rose-pink flowers.
Tr. Pkt.....25c 1/8 oz.....60c 1/4 oz.....\$1.00

Creeping Petunia

Parviflora. Creeping habit with diminutive pink flowers, valuable as a cover and excellent for rock gardens. Tr. Pkt.....25c 1/4 oz.....50c

Dwarf Erfurt, Large-Flowering Fringed

Beautifully fringed flowers. Plants compact, excellent for pot plants and bedding.

Dainty Lady. So-called "Yellow Petunia" (the nearest approach to yellow). Tr. Pkt.....50c
Gaiety (New). Dwarf growth with daintily fringed pink and white flowers. Tr. Pkt.....50c
Gottfried Michaelis. Amaranth-red. Tr. Pkt.....50c
Lace Veil (New). Fringed dwarf. White. Tr. Pkt....50c 1/64 oz....\$1.50
Pepita. Carmine and white. Dwarf. Tr. Pkt.....50c
Setting Sun. Brilliant rose, compact growth. Valuable for pot plants. Tr. Pkt.....50c 1/64 oz.....\$1.50 1/32 oz.....\$2.50
Clear Pink. Exactly the same as "Setting Sun" except color, which is soft "LaFrance pink." Tr. Pkt.....\$1.00

"MOTHER'S FAVORITE" SCHIZANTHUS IS "TOPS" AS A POT PLANT (See Back Cover)



"Supreme" Quality



Flower Seeds



A. B. C. DE LUXE PETUNIAS (Continued)

Dwarf Erfurt (Continued)

Lilac Queen. A most pleasing shade of soft lilac. Tr. Pkt.....75c
The Vein. Ground color white with a touch of lilac. Conspicuously veined with aster violet. Tr. Pkt.....\$1.00

Petunias—Diener's Original Strains

The following varieties are grown by the originator and are supplied in his original packets. In addition we can also supply all varieties listed by Diener at his catalog prices.

	Tr.	1/64	1/32	1/16	1/8
	Pkt.	oz.	oz.	oz.	oz.
Ruffled Monsters Mixed No. 8.....	\$0.50	\$2.50	\$ 4.00	\$ 8.00	\$15.00
Pink Glory No. 14. Pure Flame					
rose-pink25		3.00	6.00	12.00
Giant Pink Glory No. 19. An im-					
provement on Pink Glory.....	.50				
Copper Red No. 41. A coppery red					
shade50				
Double Ruffled Monsters Mixed					
No. 38	1.00	5 00	10.00	20.00	
Double Frilled Mixed No. 42.....	1.00	5.00	10.00	20.00	
Diener's Blue, Semi-Dwarf No. 11..	.25		3.00	6.00	12.00
Mauve, Heavily Veined with Royal					
Purple No. 20.....	.50				

Petunias—Diener's Strains (Continued)

	Tr.	1/64	1/32	1/16	1/8
	Pkt.	oz.	oz.	oz.	oz.
Salmon Color, Frilled No. 27.....	\$0.25				
White Beauty, Heavily Fringed					
No. 1625		\$3.00	\$6.00	\$12.00
Pearl of Kentfield No. 9. Flesh-pink					
frilled, with golden yellow center, dwarf growing.....	.25		3.00	6.00	12.00
Purple and White No. 15.....	.50				
Red, Dark Veined with Coal Black					
Center, Ruffled Monster No. 5..	.50				
Pink, Ruffled Monster No. 1. Strong					
veined center. Flowers 6 to 8					
inches in diameter.....	.50				
Flesh-Pink, Ruffled Monster No. 2.					
Heavy veined center. Flowers 5					
to 6 inches in diameter.....	.50				
Jumbo Mixture of Ruffled Monster					
Petunias No. 47.....	1.00				
Rose Color. An improved Rosy Morn					
No. 2225		2.00	4.00	8.00

NOTE: All of the above named varieties are single flowered unless noted otherwise. We shall be glad to secure any variety not listed here catalogued by Diener at Diener's prices (in his original packages).

"IMPROVED ROSY MORN"

Dwarf Bedding Petunia

A valuable addition to this dwarf family. Our strain of this comes quite true.

Tr. Pkt.....35c 1/4 oz.....\$2.75 Oz.....\$10.00

It Is Suggested That You Recommend

ALL-DOUBLE PETUNIA

"WORLD BEAUTY"

Beautiful Pink

(See colored illustration on previous page of this book)

To your clients as a bedding plant. We believe that a showing of same will outshine anything else in summer display and bring to your firm most favorable advertising.

"WORLD BEAUTY"

is truly outstanding. Blooms continually and is equally desirable as a pot plant, especially for Mother's Day sales.

Tr. Pkt.....\$2.00 3 Pkts.....\$5.00
1/64 oz.\$6.50 1/32 oz.....\$13.00

NOTE! We supply complete cultural directions with all orders for Petunia seeds.



Petunia, Hybrida Nana "New Rosy Morn" Improved



"Supreme" Quality



Flower Seeds



THREE NEW SNAPDRAGONS



New "Cut and Come Again" Snapdragon
"St. George" (Malmaison)



New "Cut and Come Again" Snapdragon
"Royal Cerise" (Malmaison)

Three New Snapdragons Highly Recommended for Bedding or Cutflowers

DWARF ANTIRRHINUM SNAPDRAGON

"MALMAISON TYPE"

"Malmaison" has been acclaimed the finest of all Antirrhinums for bedding. (Also desirable for cutting). Free-flowering, erect and so sturdy that they stand up against almost any adverse weather conditions, these three "Royal Rose," "Royal Cerise," and "Saint George," are varieties which can be recommended without hesitation for all purposes to which Antirrhinums lend themselves.

"ROYAL ROSE"

"Royal Rose" is truly a regal variety. The color is almost impossible to describe and must be seen to be appreciated, for even to say that it is the deepest and richest rose imaginable does not do it justice. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the Rose.

As with "St. George," the spike is dense, and the individual flowers placed closely together. Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

ROYAL CERISE

Same type as "Royal Rose" but a beautiful cerise shade.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

"ST. GEORGE"

The color of "St. George" is orange-cerise, but of a new shade, which makes it absolutely distinct from all other varieties. The spike is dense and the pips are placed closely together, making a perfect general and colorful effect. The individual flowers are large and compare very favorably with any known commercial variety.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

SPECIAL NOTE!

If you merchandise small plants to the public for garden planting, don't fail to include the three new Snapdragons listed above. We are sure that they will make friends for you when blooming period comes around.



New "Cut and Come Again" Snapdragon
"Royal Rose" (Malmaison)



PANSY

A. B. C. "De Luxe" Fancy Colored, Large Flowered Mixture
(Our Exclusive Introduction)



PANSY

A. B. C. "De Luxe" Mixture

Will satisfy your critical trade both as to size and variation of coloring. Truly the "last word" in Pansy mixtures, and is our exclusive strain.

A superb strain of fancy Pansies of the largest size and the richest and most varied colors. New crop contains several shades of beautiful reds.

The seed is hand-picked from personally selected plants and will germinate 100 per cent. Very robust, stocky plants, having a wonderful root system that will not heave. The result of many years' selection, this is unquestionably the world's finest strain of fancy Pansies, and will bloom two weeks earlier than any other strain. If you are looking for "the unusual in Pansies" and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. De Luxe."

This exceptional mixture is highly recommended for cut flowers, likewise for spring plant sales. Numerous growers have told us that "De Luxe" Pansy plants in flower virtually sell themselves and command a premium over stock produced from other so-called "fancy" mixtures. You will, we are quite sure, make no mistake in confining your Pansy cultures to A. B. C. "De Luxe" Mixed.

Tr. Pkt.\$1.00 1/8 oz.\$1.50 1/4 oz.\$2.75 Oz.\$10.00

PANSIES (Continued)

ENGLEMAN'S SPECIAL (Originator's Strain)

Scottish show type, immense flowers. Bronze and reddish shades. Compact and early flowering.

Tr. Pkt.50c 1/8 oz.\$1.20 1/4 oz.\$2.25 Oz.\$8.00

ENGLEMAN'S GIANT MIXTURE

Contains a better color range than so-called "Maple Leaf" Giants.

Tr. Pkt.50c 1/4 oz.\$2.50 1/2 oz.\$4.50 Oz.\$8.00

MAPLE LEAF GIANTS

One of the largest flowering strains of Giant Pansy mixtures.

Tr. Pkt.50c 1/4 oz.\$2.25 1/2 oz.\$4.00
Oz.\$7.00 4 ozs.\$25.00

ROGGLI, SUPER SWISS GIANTS (True Strain)

Some growers favor this strain because of the immense size of blooms. However, A. B. C. "De Luxe" is, in our opinion, much preferable.

Super Swiss Giants (Mixed). Tr. Pkt.50c 1/8 oz.\$1.00
1/4 oz.\$1.50 1/2 oz.\$2.50 Oz.\$4.50 4 oz.\$15.00

VARIOUS PANSY MIXTURES

Ordinary Mixture. Tr. Pkt.25c 1/4 oz.50c Oz.\$1.50
Giant Trimardeau. Choice mixed. Tr. Pkt.15c 1/4 oz.30c
Oz.\$1.00 1/4 lb.\$2.75 Lb.\$10.00

STEELE'S PANSY MIXTURES (New Crop Seed)

Supplied to us direct by Steele.

Jumbo Mixed. 1/16 oz.\$1.00 1/8 oz.\$1.75 1/4 oz.\$3.25
1/2 oz.\$6.25 Oz.\$12.00 2 oz.\$23.00 4 oz.\$40.00
Super Maple Leaf Mixed. 1/16 oz.75c 1/8 oz.\$1.25
1/4 oz.\$2.50 1/2 oz.\$4.75 Oz.\$9.00
2 oz.\$16.50 4 oz.\$32.00
"400" Mixed. A super Swiss strain. 1/16 oz.65c 1/8 oz.\$1.00
1/4 oz.\$2.00 1/2 oz.\$3.75 Oz.\$7.00
2 oz.\$13.00 4 oz.\$24.00
Miracle Mixed. 1/16 oz.65c 1/8 oz.\$1.00 1/4 oz.\$1.75
1/2 oz.\$3.25 Oz.\$6.00 2 oz.\$10.50 4 oz.\$19.00
Masterpiece Mixed. Long stems. 1/16 oz.85c 1/8 oz.\$1.50
1/4 oz.\$2.50 1/2 oz.\$4.75 Oz.\$9.00 4 oz.\$31.00
"Aces" Mixed Greenhouse Special. 1/16 oz.50c 1/8 oz.85c
1/4 oz.\$1.50 1/2 oz.\$2.75 Oz.\$5.00
2 oz.\$9.00 3 oz.\$13.50 4 oz.\$17.50

SWISS GIANT PANSIES

Swiss Alpenglow. Rich wine shades. Tr. Pkt.50c 1/8 oz.\$1.00
1/4 oz.\$1.75 1/2 oz.\$3.25 Oz.\$6.00

Swiss Berna. Dark violet blue.

Tr. Pkt.50c 1/8 oz.80c 1/4 oz.\$1.50 Oz.\$5.00

Lake of Thun (Ullswater, Thuner Sea). A solid blue pansy with dark blue blotches. Tr. Pkt.75c 1/4 oz.\$2.00 Oz.\$8.00

Swiss Rhinegold. Canary yellow with dark blotches.

Tr. Pkt.50c 1/8 oz.\$1.00 1/4 oz.\$1.75
1/2 oz.\$3.25 Oz.\$6.00

Swiss White (Mont Blanc). Compact.

Tr. Pkt.50c 1/8 oz.\$1.00 Oz.\$7.00

A. B. C. GIANT PANSIES

	Tr. Pkt.	1/4 oz.	Oz.
Apricot	\$.35	\$0.85	\$3.00
Adonis. Light blue	.30	.50	1.65
Bridesmaid. Apple blossom pink	.35	.85	3.00
Black-Blue. Dark blue	.30	.50	1.65
Bugnot. Shades of red, bronze	.35	.75	2.50
Cardinal. Brilliant red	.25	.60	2.00
Emperor William. Blue	.30	.50	1.65
Golden Queen. Golden yellow. Pure	.30	.50	1.65
Hortensia Red. Dark eye	.30	.75	2.00
King of the Blacks	.30	.50	1.65
Lord Beaconsfield. Pure violet	.25	.45	1.50
Madame Perret. Shades of pink and rose	.30	.50	1.65
Peacock. Blue, claret and white	.30	.50	1.65
Prince Henry. Dark blue	.30	.50	1.65
Dark Brown Shades	.30	.60	2.00
Snow Queen. Pure white	.25	.45	1.50
Striped and Mottled	.30	.50	1.65
White with Eye	.30	.50	1.65
Yellow with Eye	.30	.50	1.65

PETUNIAS

Please refer to center of this book for our Complete Listing, with colored illustrations.

PENTSTEMON (Beard Tongue)

Largely used for bedding; should be treated the same as Petunias, Verbenas, etc.

	Tr. Pkt.	Oz.
Sensation. Red shades.....	.50	3.00
*New Hybrids Mixed. Hardy perennial.....	.30	2.00

PHACELIA (California Blue Bell)

Campanularia. A choice annual and one of the earliest to bloom. Gentian blue flowers, excellent for borders; 9 inch.

Tr. Pkt.....	15c	Oz.....	50c
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PHLOX**GIGANTEA ART SHADES**

An extra large flowered mixture of soft pastel shades.

Tr. Pkt.....	40c	1/4 oz.....	\$1.00	Oz.....	\$3.00
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PHLOX DRUMMONDI GRANDIFLORA

Beautiful summer flowering annual. Also a desirable cutflower.

	Tr. Pkt.	1/4 oz.	Oz.
Alba. White.....	\$0.25	\$0.30	\$1.00
Alba Oculata. White, with dark eye.....	.25	.30	1.00
Atropurpurea. Reddish-purple.....	.25	.30	1.00
Carnea. Flesh pink with rose eye.....	.25	.30	1.00
Chamois Rose. With carmine eye.....	.25	.30	1.00
Cinnabar. Rich scarlet.....	.25	.30	1.00
Leopoldii. Deep rose with white eye.....	.25	.30	1.00
Rosea. Rose-pink shading deeper in center. Fine.....	.25	.30	1.00
Violet. White eye.....	.25	.30	1.00
Sky Blue.25	.30	1.00
Snowball. Large white.....	.25	.30	1.00
Cuspidata Mixture. Star of Quedlinburg.....	.20	.30	1.00
Special Mixed. A mixture of tall varieties.....	.20	.25	.80

PHLOX NANA COMPACTA

Dwarf type for bedding.

	Tr. Pkt.	1/4 oz.	Oz.
Chamois Rose. With carmine eye.....	\$0.35	\$0.75	\$2.50
Fireball. Fiery scarlet.....	.35	.75	2.50
Isabellina. Pure yellow.....	.35	.75	2.50
Meteor. Carmine Rose.....	.35	1.00	3.50
Rose Cardinal.35	.75	2.50
Surprise. Begonia Rose. White eye.....	.35	.75	2.50
Snowball. Pure white.....	.35	.75	2.50
Variabilis. Blue shades.....	.35	1.00	3.50
Delicata. Salmon pink. Carmine eye.....	.35	1.00	3.50
Cecily Mixture. A special mixture of all the attractive colors in this class.....	.35	.70	2.25

PERENNIAL PHLOX

***Decussata, Mixed.** Seed saved from a fine collection of named sorts.

Tr. Pkt.....	40c	Oz.....	\$2.00
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PHYSALIS (Chinese Lantern Plant)

***Francheti.** An ornamental variety of the Winter Cherry, forming dense bushes about 2 feet high. Bears a profusion of bright orange-scarlet lantern-like fruits which can be cut and dried, in which shape they are used extensively for floral decorations during the winter.

Tr. Pkt.....	20c	Oz.....	75c	1/4 lb.....	\$2.25
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PHYSOSTEGIA (False Dragon Head)

***Virginica.** One of the prettiest hardy perennials. It forms dense bushes, 3 to 4 feet high, bearing freely during the summer months spikes of delicate pink tubular flowers not unlike a gigantic heather.

Tr. Pkt.....	30c	Oz.....	\$1.50
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PLATYCODON (Japanese Bellflower)

***Grandiflorum.** Large steel blue flowers.....

Tr. Pkt.....	\$0.25	Oz.....	\$1.00
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***Grandiflorum Album.** Pure white variety.....

Tr. Pkt.....	.25	Oz.....	1.00
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POLEMONIUM (Jacob's Ladder)

***Coeruleum.** Popular hardy perennial with bell-shaped bluish purple flowers nearly 1 inch across; 2 feet; May to July.

Tr. Pkt.....	15c	Oz.....	50c
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POLYANTHUS (See Primula Veris)**POPPIES**

Tr. Pkt. Oz.

SHIRLEY

Double Begonia-flowered Pink Shades. Double Begonia-flowered Salmon.....	\$0.15	\$0.50
Single Mixed.10	.30
American Legion. Single orange-scarlet.....	.15	.40

CARNATION-FLOWERED. Double. 3 feet.

Fairy Blush Hybrids. Mixture of light pink shades..	.10	.20
Mixture. Covers all shades in this class.....	.10	.20

PEONY-FLOWERED. Double. 3 feet.

Shrimp Pink.10	.30
Mixture10	.20

POPPIES (Continued)**PAPAVER NUDICAULE (Iceland Poppy)**

Desirable for greenhouse forcing. Sow seed in January. Also succeed well outdoors.

El Monte. A new variety of California introduction. Large flowers of deep tangerine orange. Strong wiry stems, making an excellent cut flower. Tr. Pkt.....25c 1/4 oz.....65c Oz.....\$2.00

Sandford's Giant Strain. A new giant strain with blooms measuring up to 5 inches in diameter, carried on stems 2 feet long. Contains many lovely colors. Tr. Pkt.....35c 1/4 oz.....75c Oz.....\$2.40

THE EMPRESS**Bodger (Introducer's) Description**

Our new Nudicaule Poppy, The Empress, is truly queen of the Iceland Poppy family. Distinct from all other strains, it is remarkable first for flower form—large, full, well formed flowers, with broad overlapping petals deeply fluted or wrinkled, giving an effect almost of doubleness, an illusion which is most delightful. Secondly, the color range is unique lovely shades of salmon rose and creamy pinks never before seen in Nudicaule Poppies, fascinating tones to intrigue the imagination. The flowers are carried on good strong stems, which make them fine for cutting. Tr. Pkt.....50c

THE EMPEROR**Bodger (Introducer's) Description**

The Emperor is without a doubt the best orange iceland Poppy available, the same type as The Empress, with extremely large fluted petaled flowers, many with an extra row of petals. The color is remarkably true, the same shade as our El Monte, deep tangerine orange, but the flowers are larger, and are borne on very long strong stems. We highly recommend The Emperor. Tr. Pkt.....40c

***PAPAVER ORIENTALE (Oriental Poppy)**

	Tr. Pkt.	Oz.
Oriente (Oriental Poppy). Scarlet.....	\$0.15	\$1.00
Brilliant. Brilliant fiery red.....	.25	1.50
Beauty of Livermore. Dark ox blood.....	.35	2.25
Mahoney. Maroon crimson.....	.35	3.50
Mrs. Perry. Salmon rose.....	.35	...

PORTULACA

	Tr. Pkt.	Oz.
Double Mixture. Very bright free flowering mixture. Makes fine bedding material.....(1/4 oz., 60c)	\$0.25	\$2.00
Single Mixture.15	.50

***POTENTILLA (Cinquefoil)**

Charming hardy perennial plants with brilliant single or double flowers, mostly in orange, red, and crimson tones. They bloom profusely from June to August, and succeed in any soil. 18 inches.

	Tr. Pkt.	Oz.
Pink	\$0.30	\$2.50
Salmon30	2.50
Scarlet30	2.50
White30	2.50
Yellow30	2.50
Double Hybrids Mixed.50	5.00
Single Hybrids Mixed.20	.75

***PERENNIAL PRIMULAS (Hardy Primrose)**

	Tr. Pkt.	Oz.
Auricula. Choice mixed.....(1/4 oz., \$1.50)	\$0.50	...
Polyanthus Invincible Giant. A grand strain of strong vigorous habit. Large flowers of wonderful coloring.	.50	\$5.00
Polyanthus Giant Munstead Strain. Extra large flowers in white and yellow.....	.50	6.00
Polyanthus English Mixed. A very good grade saved from a fine strain containing all colors.....	.50	3.50
Japonica (Japanese Primrose). Bright flowers borne in whorls on stems 6 to 9 inches long; mixed colors....	.40	2.00
Vulgaris (English Primrose). Canary yellow, fragrant...	.50	3.50
Bulleesiana Hybrids. 18 inches. Bright mixture of yellow, orange apricot and carmine shades. Seed of uncertain germination.	.50c	1/8 oz.....90c

VERIS

Polyanthus Mixture. 12 inches. Tr. Pkt...25c 1/4 oz...75c Oz...\$2.35
Giant Munstead Strain. Extra large-flowered strain. Mixture of yellow and light shades. 12 inches. Tr. Pkt.....50c 1/4 oz.....\$1.25
Collosea (Pfitzer). (New). Described by the originator as an extra large-flowered improvement over regular Veris strains. Tr. Pkt...\$1.00

CHINESE DAZZLER DOUBLE (New)—For Greenhouse Culture.

The same beautiful shade as contained in the above excepting that the flowers are double. A real acquisition to this beautiful family.

Tr. Pkt.....	\$1.50
Chinesis, Prize Mixed. Tr. Pkt.....50c 1/32 oz.....	\$2.00

PRIMULA MALACOIDES

"Improved Erikssoni"

"The Pot Plant of the Hour"

Disseminated by the American Bulb Company. Awarded rating of "Special Merit" at the Florist Club Authority Test, as made at the New Jersey Agricultural Experiment Station, Brunswick, N. J.

"Erikssoni" has proved itself practically invaluable. Due to the fact that Primula Malacoides "Improved Erikssoni" being non-infectious, this desirable show plant is now freely admitted by hospitals, etc., and generally accepted by the public without question. A good selling point when offering "Improved Erikssoni" to your trade.

PRIMULA MALACOIDES

"IMPROVED ERIKSSONI"

Seeds produced by the originator, Ernst Eriksson, Riverside, Ill., and supplied in his original packages. Accept no substitutes.

Appleblossom. A true appleblossom shade, pink and white. Very worth-while.

Brilliancy. Opens lavender-pink, changing to crimson-red.

Riverside. A true light rose pink (seed from the third generation of plants). Comes 75% true. A real new color in Malacoides.

Prices of above 3 varieties:

500 seeds.....\$1.00 2,000 seeds.....\$3.00

ERIKSSON'S STANDARD VARIETIES

Wonder Baby. A most beautiful pink.

Baby Rose. Very deep pink, some almost red.

Baby Doll. A deep pink with frilled flowers.

New Baby. Near lavender-pink; the strongest grower with the largest flowers.

Salmon Beauty. True salmon.

Snow King. The pure white the trade has long been waiting for.

Choice Mixture (of above).

Prices (of all standard varieties and mixed):

Tr. Pkt. of 800 seeds...\$1.00 2,000 seeds...\$2.00 1/64 oz....\$5.00

Complete cultural directions, compiled by Mr. Eriksson, furnished free with each order.

SPECIAL NOTE! For best results, plant the variety "Snow King" one plant to 4-inch pot and 3 plants to a 5-inch to 6-inch pot, 4 to 5 plants in a 7-inch pot.

SPECIAL NOTE! Important to the Grower: Protect yourself! The success that has obtained during the past few years for "Eriksson's Improved Malacoides" has resulted in numerous offerings in the market of Malacoides under the title (Eriksson's Strain). Protect yourself by securing the originator's greenhouse produced new crop seed in ERIKSSON'S ORIGINAL PACKAGES, with complete cultural directions.—A. B. C.

VARIOUS PRIMULAS

PRIMULA CHINESE GIANT

A Startling New Chinese "Dazzler." From Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (*Primula Sinensis Fimbriata*) which the firm has named Dazzler in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light. Tr. Pkt.....\$1.00

SINENSIS STELLATA

Indispensable for general decorative work. The plants are very floriferous and bloom for a long period. A good keeper and the flowers remain fresh in water for a long period.

Giant blue Star. Giant Salmon Pink Star, Giant White Star.

Tr. Pkt. (250 seeds).....50c

KEWENSIS

Various Sorts. (Verbena scented yellow primrose). Of strong growth; long spikes of yellow flowers. For greenhouse culture.

Tr. Pkt.....50c



Primula Malacoides "Erikssoni"

PRIMULA OBCONICA

Owing to the rapid loss of germination in this class of Primula seed, we have it put up by our German grower in sealed glass containers. This removes all question of seed germination if carefully handled. In sowing this seed do so in sandy, well-drained, sterilized soil. While uniform moisture is necessary, seed rots because of soil being kept to wet. For this reason it must be sandy to insure its not staying wet too long after watering.

Better Days. A valuable new color. Deep carmine red. The darkest and one of the most valuable Obconica yet introduced. Very large flowering and the compact, well branched growth is very symmetrical and the mass of flower heads show evenly above the dark green foliage on strong stems. Tr. Pkt....\$1.25 1/64 oz....\$3.25

	Tr. Pkt., 1/64	1/32	1/128 oz.	oz.	oz.
Mohnstein's Dark Red. Well known dark red....	\$01.10	\$2.00	\$3.75		
Fasbender's Red. Extra large deep crimson.....	1.10	2.00	3.75		
Mohnstein's Atrosanguinea. Dark red.....	1.10	2.00	3.75		
Mueller's (Berlin) Rose. Bright, clear rose.....	1.10	2.00	3.75		
Mueller's Rosea.....	1.10	2.00	3.75		
M. and M. Mixed.....	1.10	2.00	3.75		
Coerulea. Fairly dark blue.....	1.10	2.00	3.75		
Salmon Queen. Salmon or coral-rose.....	1.10	2.00	3.75		
Alba. (White). Increasingly popular.....	1.10	2.00	3.75		
Lachsrosa. Large bright rose with enough salmon shading to make it highly attractive.....	1.10	2.00	3.75		
Mixture. All colors of above.....	.60	1.00	1.75		
Portland Beauty. (New). Double flowering rose-pink (very worth while).....	1.50		

(See illustration in Novelty Pages of this book)

PUERARIA (Japanese Kudzu Vine)

***Thunbergiana.** The fastest growing hardy climbing plant. It will grow 8 to 10 feet the first year from seed.

Tr. Pkt.....10c Oz.....40c 1/4 lb.....\$1.00

*PYRETHRUM HYBRIDUM (Persian Daisy)

	Tr. Pkt.	Oz.
Roseum, Rose. Bright rose color.....	\$0.30	\$1.50
James Kelway. Rich deep scarlet.....	.40	3.00
Single. Mixed colors.....(1/4 lb., \$4.00)	.25	1.25
Grandiflorum. Single, large flowering. Mixed.		
.....(1/4 lb., \$6.00)	.40	2.00
Double Mixed. Extra select strain.....	.50	5.00

DOUBLE FLOWERED PRIMULA "PORTLAND BEAUTY" IS OF HIGH VALUE

***PYRETHRUM**

***Ptarmicaeflorum.** Extremely dwarf, finely feathered foliage. Silvery white. Excellent for rock garden or spring pot sales. Sow in February. 5 inches. Tr. Pkt.....50c 1/16 oz.....\$1.50

***Parthenifolium Aurea, Excelsior.** Same as above but foliage of a deep yellowish green. 3 inches. Tr. Pkt.....50c 1/8 oz.....\$1.00

Uliginosum. Single white daisy-like flowers. 4 feet. Tr. Pkt.....35c 1/4 oz.....\$1.15 1 oz.....\$4.00

PYRETHRUM AUREUM

Golden Feather. Tr. Pkt.....15c Oz.....40c

RHODANTHE (Everlasting)

Double Pink, White or Mixed. Tr. Pkt.....15c Oz.....40c

RICINUS (Castor Beans)

Tr. Pkt. Oz. Lb.

Borboniensis Arboreus. 10 to 15 feet.....\$0.15 \$1.40

Cambodgenis. Very dark, 4 feet......15 1.80

Crimson Spire. 6 feet.....\$0.15 .40 ...

Gibsoni. Dark red leaves, metallic lustre......10 .20 2.00

Sanguineus. Red leaves. 7 feet......15 1.20

Zanzibariensis Mixed.......20 2.25

***ROSEMARY (Rosmarinus)**

Officinalis. An old favorite aromatic herb with delightfully fragrant, light blue flowers. Grows about 2 feet high and should be planted in a warm dry situation and given a little protection.

Tr. Pkt.....20c Oz.....\$1.00

RUDBECKIA (Cone-Flower)

***Newmani.** Dark orange-yellow flowers with deep purple cone borne on stiff, wiry stems. Three feet high. Flowers from July to September. Tr. Pkt.....25c Oz.....\$1.25

***Purpurea (Giant Purple Cone-Flower).** Flowers about 4 inches across, of a peculiar reddish purple with a remarkably large cone-shaped center of brown. Forms bushy plants 3 feet high and blooms from July to October. Tr. Pkt.....25c Oz.....\$1.00

Kelvedon Star. A choice annual for cutting. Colors vary, but all have brown central discs, surrounded by a mahogany zone on petals of deep orange. Long stemmed. Height 3 feet.

Tr. Pkt.....30c Oz.....\$1.50

SAINTPAULIA IONANTHA GRANDIFLORA

The Usambara or "Aethiopian" Violet. Deep blue, dark foliage, Provides an excellent pot plant. Tr. Pkt.....\$1.00

SALPIGLOSSIS

Some very attractive colors for summer cutting and spring flowering under glass. Especially valuable for retail growers.

Brown and Gold, Rose and Gold, Scarlet and Gold, Violet and Gold, White and Gold and Yellow and Gold.

Rose and Lavender Shades Mixed.

Each: Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.25

Emperor. Extra choice large flowering mixture of above colors.

Tr. Pkt.....20c 1/4 oz.....30c Oz.....\$1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from specimen plants and such as show a high germination.

Tr. Pkt. Oz.

America (Globe of Fire).....\$0.50 \$2.50

Blaze of Fire (New). The flowers are the most brilliant and vivid scarlet imaginable and the habit is ideal for bedding. The earliest and most dwarf of all

Salvias75 ...

Bonfire (Clara Bedman)......40 2.00

Firebrand. Extra early. Very dwarf; scarlet......50 2.75

(3 Tr. Pkts., \$1.25)

Fireball Dwarf......50 2.50

Harbinger. A new early flowering dwarf variety that we consider the most desirable of all Scarlet Salvias.

.....(3 Tr. Pkts., \$1.25) .50 2.75

Splendens. Tall growing.....(1/4 lb., \$4.00) .30 1.25

Splendens Compacta. Salmon rose......50 ...

Zurich. Dwarf, early.....(1/4 lb., \$7.00) .40 2.00

Farinacea. Perennial, but best grown as an annual.

Light blue; makes a fine line. Hardy with protection30 1.50

Farinacea. Perennial, but best grown as an annual.

(Blue Bedder). A more compact form. Flowers a rich deep blue......50 3.00

Blue Beard. Fine purple bracts......50 ...

Oxford Blue. Very intense......50 ...

Patens Rich Deep Blue......50 3.50

Patens Mauve Queen (New). Beautiful helio-mauve.... .75 ...

SALVIA (Continued)***PERENNIAL SALVIA (Sage)**

Azurea Grandiflora. A hardy perennial variety producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt.....40c Oz.....\$2.00

SANVITALIA (Creeping Zinnia)

Procumbens Fl. Pl. Bright yellow double flowers; useful in vases, etc. Tr. Pkt.....30c Oz.....\$1.25

SAPONARIA

Vaccaria. A free-blooming annual with beautiful pink feathery flowers. Tr. Pkt....10c Oz....20c 1/4 lb....60c Lb....\$2.00

Used in same manner as Baby's Breath.

Vaccaria. White flowered. Tr. Pkt....10c Oz....15c Lb....\$1.40

Multiflora. Scarlet Queen. 10 inches high with bright scarlet flowers.

Excellent for bedding. Tr. Pkt.....15c Oz.....60c

***SAPONARIA (Soapwort)**

Ocymoides. A very useful, hardy plant for the rockery or the border, producing from May to August masses of attractive small bright rose flowers; 8 inches. Tr. Pkt.....15c Oz.....50c

SCABIOSA

Choice long-stemmed annuals for summer cutting or spring forcing.

Tr. Pkt. Oz.

Blue Cocade. Deeper than Azure Fairy.....\$0.20 \$0.75

Loveliness. Very good deep cream-pink......20 .75

Peach Blossom. Light cream-pink......15 .50

Cherry Red15 .50

Shasta. White15 .50

Azure Fairy. Azure blue......15 .50

King of the Blacks. Deep rich maroon......15 .50

Mixture10 .40

Tom Thumb Mixed. Dwarf compact. 6 to 8 inch. Excel-

lent for rock gardens and edgings......15 .40

***PERENNIAL SCABIOSA**

Caucasica (Blue Bonnet). Valuable for cutting, as the blooms last a long time in water. Color soft lavender-blue; 3 feet.

Tr. Pkt.....40c Oz.....\$2.50

Caucasica Isaac House Giant Hybrids. A great improvement over Caucasica. It is more vigorous, has larger and longer stems, and heavier petals, which are ruffled as well as slightly frilled on the edges. Colors range from light to darkest blue, but delicate lilac and mauve shades predominate. Tr. Pkt.....50c Oz.....\$3.00

Columbaria Pink. Beautiful soft pink flowers 2 to 2 1/2 inches across.

Tr. Pkt.....40c Oz.....\$2.50

Japonica. Bushy plants, 2 1/2 feet in height, and beautiful lavender-blue flowers. Tr. Pkt.....15c Oz.....50c

SCHIZANTHUS

"Butterfly Flower". 1 1/2 feet. Amber, carmine, mauve, pink, purple, and rose.

Tr. Pkt. 1/8 oz. 1/4 oz.

Each of above six varieties.....\$0.40 ... \$1.00

Rose and Amber Shades Mixed......35 \$0.60 1.00

Garaway's Hybrids......50 1.00 1.50

"Mother's Favorite" (New). The "last word" in Schizanthus. A choice assortment of colors; exceptional as a pot plant for Mother's Day sales. (See inside back cover for illustration).

Tr. Pkt.....\$1.25 3 Tr. Pkts.....\$3.00

Special Dwarf Mixed. Desirable as a pot plant. Seed sown in January and pinched once make ideal medium sized pot plants.

Tr. Pkt.....50c 1/8 oz.....\$1.00

SPECIAL NOTE! "Mother's Favorite" is, we believe, superior as a pot plant.—A. B. C.

***SEDUM (Stonecrop)**

Acre. The well known yellow variety. Useful in the rock garden.

Tr. Pkt.....75c 1/8 oz.....\$1.50

SENSITIVE PLANT (Mimosa)

Pudica. Flowers pinkish white. Tr. Pkt.....15c Oz.....50c

SHAMROCK

True Irish. Tr. Pkt.....15c Oz.....40c 1/4 lb.....\$1.00

SHASTA DAISY (See Chrysanthemum)***SILENE (Catchfly)**

Attractive, profusely blooming perennials.

Tr. Pkt. Oz.

Orientalis. Dark rose; 30 inches.....\$0.15 \$0.50

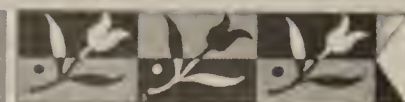
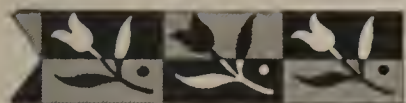
Schafta. Rose; 8 inches......25 1.50

SMILAX (Myrsiphyllum Asparagoides)

A well known greenhouse climber. Valuable for floral decorations.

Tr. Pkt.....15c Oz.....50c 1/4 lb.....\$1.50 Lb.....\$5.00

SNAPDRAGON (See Antirrhinum)



SOLANUM

Christmas Pepper (*Capsicastrum Nanum*). An attractive dwarf strain producing medium size berries ranging in color from purple to brilliant red. When field grown under our conditions the berries are fully colored by Nov. 1.

Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.00

Bird's Eye Pepper. Small bright red berries.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

"Royal Crown" New. A very much improved type of Christmas Cherry (See novelty pages for illustration and complete description).

Tr. Pkt. (100 seeds).....\$1.00

CHRISTMAS CHERRY

Hlavacek's Masterpiece. Cleveland Cherry. More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion.

Tr. Pkt.....35c Oz.....\$2.00

STATICE

Bonduelli. Similar to *Sinuata*. Yellow.

Tr. Pkt.....15c Oz.....25c Lb.....\$2.25

Sinensis. 18 inches. Pure white with canary-yellow. Quite attractive.

Tr. Pkt.....25c Oz.....75c 4 oz.....\$2.50

Suworowii. Russian or Rat-tall Statice. Excellent for spring cutting from either large pots or beds or can be sown in January for a late spring crop. Tr. Pkt.....20c Oz.....70c 4 oz.....\$2.00

RAT TAIL STATICE, SUWOROWII

Provides a showy pot plant and is excellent for cutting. Sow seed in January for May blooming.

Sinuata Statice. Largely used outdoors but can be forced indoors. We have found a location for the growing of this seed that matures it better and gives more satisfactory germination than we have had in the past.

Lavender Queen (New). The flowers are a beautiful clear bright lavender, quite distinct from any of the other colors, and will doubtless rival them all in their usefulness for winter bouquets and the other uses for which the species is so generally employed. Tr. Pkt.....35c

Market Grower's Blue. Blue Statice are of interest to every market grower of flowers, and it was their importance to the cutflower trade that led us to pay particular attention to the selection of an ideal blue variety. Tr. Pkt.....35c Oz.....\$2.00

Puberula (New). A most desirable Statice for pot plants. Dark violet; 6 inches high; flowers 5 months from seed. Tr. Pkt...50c Oz...\$3.50

Atrocoerulea (New). Clear Delphinium blue. Very distinct new color. Tr. Pkt.....25c Oz.....50c

Kampf's Tall Improved. Extra long-stemmed, deep blue. The best blue cutting variety. Tr. Pkt.....20c Oz.....45c Lb.....\$4.00

True Blue. The standard blue. Tr. Pkt...15c Oz...30c Lb...\$2.75

Rosea Superba. Tr. Pkt.....15c Oz.....30c Lb.....\$3.00

White. Tr. Pkt.....15c Oz.....25c Lb.....\$1.90

New Hybrid Mixture. A mixture of the above colors as well as new shades that add a bright variation to the mixture.

Tr. Pkt.....25c Oz.....50c Lb.....\$5.00

*STATICE (Sea Lavender)

Splendid hardy perennials either for the border or rockery, producing panicles of minute flowers which can be dried and used for winter bouquets.

Caspia. The most beautiful of all perennial Sea Lavenders. Very vigorous in habit, with 3 foot stems carrying innumerable lilac flowers. A beautiful subject for table decoration. Tr. Pkt....50c Oz....\$2.50

Dumosa. Dense clusters of pure silver gray blooms; 30 inches.

Tr. Pkt.....40c Oz.....\$2.00

Latifolia. Purplish flowers. Tr. Pkt.....25c Oz.....\$1.00

STEVIA

Serrata. Fragrant white flowers. Tr. Pkt.....30c Oz.....\$1.50

FLORISTS' STOCKS

GIANT COLUMN (Non-Branching Double Excelsior)

This new type produces one enormous spike 2 to 3 feet in height and is especially adapted for greenhouse culture, as the plants can be grown close together. We have discontinued listing the other separate colors in this type, due to its being practically impossible to obtain seed that will prove satisfactory and give a high percentage of doubles. Those listed are, in the opinion of most florist growers, the only reliable colors to grow.

	½ Tr.			
	Pkt	Pkt	¼ oz.	Oz.
Rose Pink. 1937 All-America winner.	Tr. Pkt	Pkt	¼ oz.	Oz.
.....(½ oz., \$2.50)	\$0.85	\$1.50		

Ball's White.....	.60	1.00	\$2.25	\$8.00
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Ball's Dwarf White.....	.60	1.00	2.25	8.00
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Chamois Rose (Chamois-Pink).....	.60	1.00	2.25	8.00
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Silvery Lilac (Lilac-Lavender).....	.60	1.00	2.25	8.00
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Mixed60	1.00	2.00	7.00
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Stocks, Giants of California

FLORISTS' STOCKS

A. B. C. "SPECIAL FLORISTS' STRAINS"

"The World's Best Double"

GIANTS OF CALIFORNIA

*Indicates Most Popular Colors and Shades

This magnificent new group is so marked in improvement that we believe they will head the list in florists' forcing Stocks in the very near future. Giants of California are very early flowering, with a high percentage of double mammoth flowers and have the branching habit of the Bismarck. If planted close they will nearly attain the height of the Column Stock, approximately 2½ to 3 feet. We can with confidence recommend this strain to the florist grower.

	½ Tr.	Tr.	¼ oz.	Oz.
	Tr. Pkt	Pkt		
Golden Gate. Clear golden yellow.....	\$0.30	\$0.50	\$1.00	\$3.50
Monterey. Bright pink.....	.30	.50	1.00	3.50
Pacific. Light blue.....	.30	.50	1.00	3.50
Redwoods. Blood-red.....	.30	.50	1.00	3.50
Santa Barbara. Chamois.....	.30	.50	1.00	3.50
Santa Maria. Pure White.....	.30	.50	1.00	3.50
Tahoe. Lavender.....	.30	.50	1.00	3.50
Yosemite. Rose.....	.30	.50	1.00	3.50
Splendid Mixture.....	.30	.50	1.00	3.50

DWARF STOCKS

***Snowflake** (Wallflower Leaved). Valuable as a pot plant. The dark green foliage contrasts effectively with the pure white flowers.

Tr. Pkt.....35c ¼ oz...\$1.50

STOCKS "GIANTS OF CALIFORNIA" ARE NOW IN GREAT FAVOR



Early Sweet Pea "Hope"
(The "Last Word" in Early White Sweet Peas)

STOCKS (Continued)

EARLY GIANT IMPERIAL, IMPROVED BISMARCK

An excellent addition to the early forcing class. They are of tall branching habit, 2 to 2½ feet high, with immense spikes of large, double flowers, Especially valuable for indoor culture for cutting.

	½ Tr.	Pkt.	Oz.
Antique Copper. Rich hellebore-red.....	\$0.30	\$0.50	\$3.00
Apple Blossom. Blush-pink.....	.30	.50	3.00
Buttercup. A deeper shade than canary-yellow...	.30	.50	3.00
Canary-yellow (Golden Ball).....	.30	.50	3.00
Chamois. Ivory, tinted old-rose.....	.30	.50	3.00
Elk's Pride. Intense royal purple.....	.30	.50	3.00
Fiery Blood-Red. Extra fine.....	.30	.50	3.00
Golden Rose.....	.30	.50	3.00
Lavender.....	.30	.50	3.00
Lilac.....	.30	.50	3.00
Rose-Pink.....	.30	.50	3.00
White.....	.30	.50	3.00
Mixed Colors.....	.30	.50	2.50

EARLY-FLOWERING "NICE"

A branching stock literally covered with blooms, which appear earlier than in any other strain.

	½ Tr.	Pkt.	Oz.
Beauty of Nice. Charming delicate pink.....	\$0.30	\$0.50	\$2.50
Crimson King. Deep red.....	.30	.50	2.50
Midsummer Night. Deep dark violet.....	.30	.50	2.50
Mont Blanc. Pure white.....	.30	.50	2.50
Monte Carlo. Canary-yellow.....	.30	.50	2.50
Old Rose. Extra fine.....	.30	.50	2.50
Queen Alexandria. Delicate lavender.....	.30	.50	2.50
Choice Mixed. All colors.....	.30	.50	2.00

LARGE-FLOWERING DWARF (Ten Weeks)

For bedding there is nothing more effective. Dwarf, compact plants with fine spikes and producing a large percentage of double flowers.

	½ Tr.	Pkt.	Oz.
Blood-Red.....	\$0.25	\$0.40	\$2.00
Dark Blue.....	.25	.40	2.00
Light Blue.....	.25	.40	2.00
Pink.....	.25	.40	2.00
White.....	.25	.40	2.00
Yellow.....	.25	.40	2.00
Mixed.....	.25	.40	1.75

STOKESIA (Cornflower Aster)

*Cyanea, Blue. A beautiful native hardy perennial, growing about 2 feet high and bearing pretty lavender-blue flowers.

Tr. Pkt.....	.25c	Oz.....	\$1.25
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SUNFLOWER (See Helianthus)

EARLY OR WINTER FLOWERING SWEET PEAS

SHIRLEY TEMPLE

WALLER-FRANKLIN

(Introducer's Description)

This Sweet Pea, which we consider the most beautiful we have ever originated, was obtained through a cross between Pinkie and Lady Gay. It has inherited blooms with the size and richness of color in Pinkie, plus the dainty frilled and fluted flowers of Lady Gay. The color is softer and more beautiful than Pinkie. The flowers are the largest we have ever seen on any Sweet Pea and it has long stems with four very large blooms on each stem. This new Sweet Pea is so charming and dainty that it deserved the most appropriate name we could find. With the kind permission of Mr. and Mrs. Temple, it is named in honor of their daughter, the charming and lovely little cinema favorite, Shirley.

½ oz.....25c Oz.....40c 4 oz.....\$1.50 Lb.....\$5.00

DAPHNE

(Excerpt from Florists' Review, Issue of April 8, 1937)

PRIZE-WINNING

EARLY-FLOWERING SWEET PEA

"Exhibited by the Ferry-Morse Seed Co., San Francisco, Cal., at the recent International Flower Show in New York, the early-flowering Sweet Pea novelty, Early Daphne, shown here, was awarded a silver medal. This new Sweep Pea is a soft salmon pink on a cream ground. The flowers are of great size, with beautifully expanded and waved standards. Many of the blooms are duplex and borne on long and stout stems.

Price: Oz.....\$1.50 ¼ lb.....\$5.00 Lb.....\$17.50

WINTER SWEET PEAS

The following 16 varieties are, we believe, the "cream" of the early-flowering Sweet Pea family.

Ball Rose Improved. Because of its deep bright rose color, this is highly recommended. Fairly strong growth and free flowering habit.

½ oz.....20c Oz.....35c 4 oz.....\$1.30 Lb.....\$4.00

Ball Orange Improved. Pure orange without cerise shading. No clear orange variety is sun-proof, and the growth and flower stems of such are comparatively short. **Balls Orange Improved** belongs in this list because it is the only pure, early flowering orange.

½ oz.....30c Oz.....50c 4 oz.....\$1.50 Lb.....\$5.75

Ball White. Strong growing, long-stemmed, white-seeded pure white. We prefer not to sell white-seeded Pea seed because of the ease with which it rots unless sown in moist soil and not watered until germinated, and therefore recommend the variety "Hope" in its place.

½ oz.....25c Oz.....35c 4 oz.....\$1.25 Lb.....\$4.50

Bridesmaid. Extra light rose or silvery pink. Bridesmaid introduces a new shade in Early Peas and a most delightful one for either mid-winter or spring. Extra large flowers and long-stemmed.

½ oz.....20c Oz.....35c 4 oz.....\$1.35 Lb.....\$4.50

Boon. Very pleasing even salmon-rose pink. Extra large flowered. Shows up well at the end of the season. There is an increasing appreciation and demand for this color class, and such outstanding varieties as Early Boon are responsible for it.

½ oz.....20c Oz.....35c 4 oz.....\$1.35 Lb.....\$4.50

Harmony. We continue to find this the best lavender. Long-stemmed, vigorous growth and with some rose shading.

½ oz.....20c Oz.....35c 4 oz.....\$1.30 Lb.....\$3.50

Hope. While not as pure in color as Ball's White, Hope is practically clear white with the strong advantage of being black-seeded.

½ oz.....20c Oz.....35c 4 oz.....\$1.30 Lb.....\$4.00

Josie. Longest stemmed, clear rose-pink. A shade darker than Majestic Rose. Its very strong growth makes it the most productive variety in any color and requires more head room. We find the stems somewhat thin during prolonged dark weather, but this promptly disappears with normal conditions.

½ oz.....20c Oz.....35c 4 oz.....\$1.30 Lb.....\$4.00

Laddie Improved. Extra long stemmed, rose.

½ oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Majestic Rose. Some growers find this the preferred clear rose-pink. While it is not as long-stemmed or productive as Josie, the stems are heavier and a trifle longer than Holscher.

½ oz.....20c Oz.....30c 4 oz.....\$1.25 Lb.....\$3.50

SWEET PEAS Continued on Next Page.

"DAPHNE" IS TRULY AN OUTSTANDING NEW SWEET PEA FOR THE FLORIST

EARLY OR WINTER FLOWERING SWEET PEAS
(Continued)

Mrs. Hoover. Continues to be the best extra long-stemmed blue. Like Josie it is extra strong in growth, requiring 12-15 feet of head room when planted early on ground beds.

½ oz.....20c Oz.....30c 4 oz.....\$1.50 Lb.....\$3.50

Mrs. Holscher. Very good rose pink.

½ oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Sequoia. Extra large, long-stemmed, fairly deep salmon-rose. Under spring weather conditions this is the most attractive variety on the list and shows up well all winter. Don't miss it.

½ oz.....20c Oz.....35c 4 oz.....\$1.35 Lb.....\$4.00

Triumph. Extra long-stemmed, lilac-mauve. A comparatively new and valuable cut flower color and an effective one in many kinds of cut flower work. Clearly improves Mauve Beauty and Cattleya.

½ oz.....20c Oz.....35c 4 oz.....\$1.35 Lb.....\$4.00

SPECIAL NOTE! If in the market for Sweet Pea Seed in quantity, please write for special prices.—A. B. C.

WINTER FLOWERING SWEET PEAS

Standard List—All priced as follows:

½ oz.....20c Oz.....30c 4 oz.....90c Lb.....\$3.40

Starred (*) varieties especially recommended.

American Beauty. Extra large, long-stemmed American Beauty Rose.

Amethyst. Rich bright purple.

Annie Laurie. Bright shade of rose-pink. Medium size.

Apollo. Salmon-cerise, long-stemmed. Fine for spring.

Attraction. Rich salmon-rose, long-stemmed.

Aurora. Orange-scarlet striped. Novelty color. Fine.

Balls Blue. Bright mid-blue, extra free flowering.

Ball's Orange. The standard clear deep orange.

Ball Rose Queen. Extra long-stemmed rose-pink.

Blue Bird. Mrs. Hoover is better.

Bright Light. Vivid orange-scarlet.

Cattleya. Rosy lilac. Triumph better.

Chevalier. Dark rose.

Columbia. Pink and white bicolor.

Eileen. Rich deep pink, large and long-stemmed.

Eldorado. Light orange.

Eleanor Blue. Light blue, for spring flowering only.

Fascination. Attractive cream-pink.

Flamingo. Orange-salmon. Long-stemmed.

Fragrance. Orchid-lavender, prefer Harmony.

Giant Rose. Well-named but not long-stemmed.

Glitters. Pride much better.

Greeting. Lavender.

Grenadier. Poppy-scarlet. Rather heavy shade.

Harlequin. Bicolor chocolate. Attractive novelty.

***Heather Bell.** Rosy lavender, medium size but free.

Indigo Blue. Dark shade of clear blue.

***Jeanne Mamitsch.** Clear rose, long stems.

Lavanda. Lavender.

Louise Gude. Bright rose. Medium size.

Maroon Prince. Dark maroon, rather heavy.

Michigan. Large lavender.

Mrs. Kerr. Salmon.

Oriental. Black-seeded cream.

Pink Profusion. Rose-pink.

***Pride.** Extra long-stemmed brilliant cerise.

Prosperity. Soft glowing rose-cream.

Red Bird. Crimson red.

Snowstorm. Prefer black-seeded kinds. Medium size.

***Spring Song.** Salmon-pink. Medium stem.

***Success.** Extra bright deep rose-pink.

Sunray. Light cerise, fine long-stemmed.

Susanna. Rather heavy. Carmine-red.

Torch. Orange-salmon.

Vogue. Light bluish lavender.

Vulcan. Prefer early Bright Light.

***White Harmony.** Extra long-stemmed black-seeded.

Zvolanek's Rose. Laddie is much better.

A. B. C. Early Mixture. A combination of above colors, including a large proportion of the standard kinds.

Any Above Priced at: ½ oz...20c Oz...30c 4 oz...90c Lb...\$3.40

NOTE! If in doubt as to the best varieties of Sweet Peas for your purpose, we shall be glad to make selection.—A. B. C.

STANDARD LIST OF LATE OR SUMMER
FLOWERING SWEET PEAS

This class is also sometimes sown with indoor Earlies started late or after Mums. The Lates do not climb up with the Earlies, branching freely until the Earlies begin to give out after which the Lates take their place. All of the following priced as follows:

Oz.....20c 4 oz.....60c Lb.....\$1.75

***Ambition.** Finest deep lavender.

Ascot. Medium light clear pink.

Austin Frederick Imp. Large rosy lavender.

***Avalanche.** Finest white-seeded white.

***Beatall.** Sparkling pink, suffused salmon.

Blanche Ferry. Rose and white bicolor.

Blue Bird. The finest clear blue.

***Blue Flame.** Deep blue.

***Bonny Briar.** A distinct improvement on Pinkie in depth of color.

***Campfire.** Sun-proof deep scarlet.

Chieftain. Rich satiny mauve.

***Chinese Blue.** A solid bright blue; the brightest and, we believe, the best blue variety.

Commander Godsall. Deep violet-blue.

***Constance Hinton.** Black-seeded white.

Crimson King. Fine sun-proof crimson.

Debutante. Soft salmon-shaded peach-pink.

Doreen. Large rich carmine.

Elfrida Pearson. Clear light pink.

***Fiancee.** Soft salmon-pink on white. A choice cut flower combination.

Fluffy Ruffles. Cream-pink.

***Giant White.** Pure white.

***Gigantic.** The largest and finest black-seeded white.

***Gleneagles.** Clear even lavender.

Hawlmart Lavender. Finest light lavender.

Hawlmart Pink. Rose-pink, shaded salmon.

***Headlight.** Scarlet shaded deep cerise and orange. Sun-proof and highly attractive.

***Heavenly Blue.** Delphinium-blue.

Hebe. Large rose-pink.

Hercules. Deep rose-pink.

Hero. Cerise.

Lady Loch. Light blush-pink, flushed salmon, extra large, and of cut flower value.

Lady Ruffles. Large ruffled soft pink.

Loveliness. Rich rose-pink on cream. Extra large and choice for cutting.

***Magnet.** An improved Miss California.

Mary Pickford. Fine cream-salmon-pink.

Mastercream. Black-seeded, extra large cream.

Matchless. Deep cream.

***Mavis.** Rich salmon-cerise with orange shading, partly duplexed and sun-proof.

Miss California. Large salmon-rose.

Model. Best black-seeded white.

Olympia. Deep purple.

***Pinkie.** The finest rose pink, strong grower.

***Pinnacle.** Deeper rose pink than Pinkie; a fine commercial color.

***Powerscourt.** Finest lilac-lavender.

Royal Purple. Large rich purple.

Royal Scot. Sun-proof orange-scarlet.

***Springtime.** Silvery white, suffused rose. Very attractive cut flower color combination.

Supreme. Soft delicate pink.

The Clown. Crimson and white.

Warrior. Deep bronze-maroon.

Welcome. Deep bright scarlet, sun-proof.

Youth. Light picotee-pink.

Prices on all above standard varieties: Oz...20c 4 oz...60c Lb...\$1.75

A. B. C. Special Florist's Mixture: Oz.....15c 4 oz.....50c

Lb.....\$1.25 5 lbs.....\$5.00

SWEET WILLIAM (Biennial)

	Tr. Pkt.	Oz.
Single Holborn Glory. Large-flowering auricula-eyed.		
Mixed colors.....(¼ lb., \$1.50)	.15	\$0.50
Single Newport Pink. Salmon rose or Watermelon pink.....(¼ lb., \$2.50)	.15	.50
Single Scarlet Beauty. Intense bright scarlet.....(¼ lb., \$2.50)	.15	.75
Single Diadem. Crimson with a large white eye.....	.15	.50
Single White15	.50
Single Velvety Maroon15	.50
Single Mixed(¼ lbs., \$1.00)	.15	.50
Double-Flowering Mixed(¼ lb., \$2.00)	.15	.60

SCHIZANTHUS "MOTHER'S FAVORITE" PROVIDES AN EXCEPTIONAL POT PLANT

SWEET WIVELSFIELD (*Dianthus*)

Hardy annual with a great variety of colorings. Trusses similar to Sweet William but flowers are larger and more varied. Provides excellent cut flowers as well as a beautiful bedding plant.

Tr. Pkt.....15c Oz.....75c
New Double Sweet Wivelsfield. Tr. Pkt.....50c

TAGETES

Signata Pumila. Good bedding plant; flowers golden-yellow.

Tr. Pkt.....15c Oz.....60c
Signata Pumila Little Giant (New). Very dwarf, orange. Tr. Pkt...25c

THALICTRUM (Meadow Rue)

***Aquilegifolium Album.** Elegant Columbine-like foliage and masses of feathery white flowers during June and July; 3 feet.

Tr. Pkt.....40c Oz.....\$2.00

***Dipterocarpun.** Its dainty, graceful sprays of flowers, elegantly arranged on stems 4 feet high, are invaluable for cutting. The flowers are a charming shade of violet-mauve, which is brightened by a bunch of lemon yellow stamens and anthers.

Tr. Pkt.....40c Oz.....\$2.00

THERMOPSIS

***Caroliniana.** A showy tall growing hardy perennial, producing in June and July long spikes of Lupin-like yellow flowers. 3 feet. Excellent for cutting. Seeds germinate slowly.

Tr. Pkt.....40c Oz.....\$2.00

THUNBERGIA (Black-Eyed Susan)

Mixed. Tr. Pkt.....15c Oz.....50c

Gibsoni. A beautiful new graceful climber for covering pillar and trellis work in greenhouses, or may be flowered outdoors in mild climates. Tr. Pkt.....50c

THYMUS

***Serpyllum** (Wild Thyme). A dwarf perennial with fragrant foliage. Of creeping habit and unexcelled for rock gardens and between stepping stones. Lovely small purple blooms during the summer.

Tr. Pkt.....50c Oz.....\$3.00

TITHONIA SPECIOSA

(Mexican Sunflower). Tr. Pkt.....25c

TORENIA

Tr. Pkt. ¼ oz. Oz.

Fournieri. Excellent for spring pot plant sales.

Medium blue with dark blotches on lip. Very rich\$0.25 \$0.65 \$2.25

Fournieri Compacta. Dwarf form of above. Excellent for bedding or pots.....(½ oz., 50c) .25 .85 ...

TORENIAS

Every florist that grows bedding plants and material for porch and window boxes and is not now handling any of the Torencias should investigate the possibilities of these plants. That they are not well known is shown by their absence from so many gardens. And that they deserve far more attention than they now get, is evident from their good behavior under average garden conditions.

TRACHELIUM COERULEUM

Large heads of small blue flowers resembling Gypsophila. 18 inch.

Tr. Pkt.....35c

*TRITOMA

(Red-Hot Poker, Flame Flower, Torch Lily). **Early Flowering Hybrids.**

These are easy to grow from seed and they will come into blossom quite quickly. The seed we offer has been saved from a splendid collection. Tr. Pkt.....30c Oz.....\$1.25

TROLLIUS (Globe Flower)

***Trollius Ledebouri** (Globe Flower). Seed should be frozen over winter for proper germination.

Golden Queen. Large orange flowers, 3 to 4 feet. Very fine early flowering variety. Tr. Pkt.....50c ¼ oz.....\$1.35

Orange. 24 inches. Tr. Pkt.....50c ¼ oz.....\$1.35

TUNICA

***Saxifraga.** A pretty tufted plant with light pink flowers produced all summer. Useful either for the rockery or the border.

Tr. Pkt.....15c Oz.....60c

VALERIANA (Valerian)

***Mixed.** Showy, hardy border plants producing large corymbs of red or white flowers. Fine for bouquets. Mixed colors; 2 feet.

Tr. Pkt.....15c Oz.....60c

VENEDIUM

Fastuosum. Brilliant orange with a glistening dark center.

Tr. Pkt.....40c Oz.....\$3.00

Fastuosum Hybrids. A most interesting and attractive mixture of colors ranging from silvery white down through various shades of cream and orange salmon. Tr. Pkt....40c ¼ oz....\$1.25 Oz....\$3.50

VERBENAS

A. B. C. GIANT FLOWERING

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter.

SPECIAL NOTE

At the 1935 Wisley Trials in England, Waller Franklin Seed Co., of Guadalupe, Calif., and from whom we obtain supplies of seed, obtained awards for Verbenas, Salmon Pink, Etna and Spectrum Red, also Royale and Violet Bouquet were highly commended. These trials are highly competitive and such awards are indicative of the high value of our giant strain of Verbenas. Tr. Pkt. ¼ oz. Oz.

Beauty of Oxford Hybrids. A valuable new strain.

Rose pink to rose red shades.....\$0.40 \$0.60 \$2.00

Cerise Queen. A beautiful shade of soft salmon

cerise. Quite new in Verbenas......25 .60 2.00

Etna. Intensive Geranium red, with small creamy-

yellow eye......30 .50 1.50

Lavender Glory (New). A true lavender with a

medium sized creamy eye which accentuates

the lovely lavender tone......40 .60 2.00

Luminosa. Luminous flame, pink shading to

salmon30 .50 1.50

Lucifer. Vivid scarlet......30 .50 1.50

Royale. Royal blue, creamy white eye......40 .65 2.00

Rosea Stellata. Rose-pink, white eye......30 .50 1.50

Spectrum Red. Intense bright red. Brighter than

any other Verbena......35 .60 2.25

Salmon-Pink. A true salmon-pink with white eye..

.25 .50 1.60

Violacea Stellata. Deep violet, white eye......25 .50 1.60

White. Pure......25 .50 1.60

Choicest Giant Flowering Mixture......25 .40 1.25

HYBRIDA DWARF COMPACT, ERECT GROWING

This group is very neat and compact in habit. It is a continuous bloomer particularly adapted for bedding and borders.

Carmine Ball. Bright. 10 in. Tr. Pkt...35c ¼ oz...75c Oz...\$2.75

Fireball. Bright scarlet. 6 in. Tr. Pkt...35c ¼ oz...75c Oz...\$2.50

Snowball. White. 6 in. Tr. Pkt...25c ¼ oz...65c Oz...\$2.25

NEW VIOLET BOUQUET (Nana Erecta)

The plant is eight inches high and eight inches in diameter. The color of the flower when it first opens is a deep violet tinged with garnet, changing to deep violet as the flower gets older. The eye is cream, making a rich color combination. The diameter of the flower head is two and one-half to three inches and the individual florets are three-fourths inch in diameter.

Violet Bouquet. Tr. Pkt.....35c ¼ oz.....85c Oz.....\$3.25

NEW HYBRID DANNEBROG

Medium-sized flowers of intense scarlet with contrasting large white eyes, very compact growth, thus useful for bedding. Showy and attractive. Rich, sparkling color comes true to type.

Tr. Pkt.....25c ¼ oz.....75c Oz.....\$2.50

LEMON VERBENA (Fragrant)

Tr. Pkt.....35c ¼ oz.....75c Oz.....\$2.75

ERINOIDES (Moss Verbena)

Purple. Somewhat spreading habit. Excellent as a cover on dry

soil. Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.25

White. Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.25

VERBENA VENOSA HELIOTROPE BLUE

Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.00

VERBENA (New Venosa Lilacina)—Sow Early

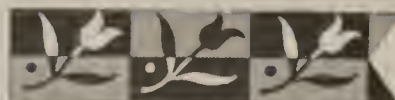
Verbena Venosa, known in the catalogues as a perennial, is one of the most useful "blue" flowers one can grow. It is excellent as a cut-flower. In color, the flowers are delicate lavender-blue. One of this verbenas' qualities is its drought resistance. It will endure the most trying of seasons. The compact and bushy habit of the plant is inviting and it grows from 12 to 18 inches in height. Those who grow it will be well repaid with its beauty and attractiveness as a border plant. Also very desirable for cutting.

This verbenas must be treated as an annual. If possible, sow the seeds under glass in early Spring. The plants will flower in four months' time, continuing to bloom until frost. It is a strong grower, perfectly hardy and very free flowering, being literally covered with flowers throughout the season.

For a striking bedding combination the above verbenas bordered with Tagetes Little Giant combines a combination of blue and gold that is hard to beat. Used extensively in the Chicago Parks. Also this Verbena when bordered with Sweet Alyssum provides a "happy combination."

New Venosa Lilacina. Tr. Pkt....35c ¼ oz....75c Oz....\$2.50

VERBENA VENOSA "LILACINA" PROVIDES AN EXCEPTIONAL BEDDING PLANT



VERONICA (Speedwell)

- ***Maritima (Longifolia).** Long spikes of blue flowers from July to September. Tr. Pkt...30c Oz...\$1.50
- ***Repens.** A useful rock or carpeting plant with light blue flowers, May-June. Tr. Pkt.....50c Oz.....\$2.50
- ***Spicata.** An elegant hardy border plant growing about 1½ feet high. Has long spikes of bright blue flowers in June and July. Tr. Pkt.....30c Oz.....\$1.50

VINCA (Periwinkle)

- Vinca Rosea.** Periwinkle. Requires a warm house and an early start. 12 inch.
- Pink Alba Oculata,** white with rose eye. **Delicata,** soft pink. **Alba Pura,** pure white.
- Mixture.** Each: Tr. Pkt...20c ¼ oz...30c Oz...75c

VIOLAS (Miniature Pansies)

As easily grown as Pansies, and they call for the same treatment. Particularly adapted to bedding because of their dwarf, free flowering habit. Varieties (*) are especially recommended.

Tr. Pkt. ¼ oz. Oz.

- ***Apricot.** Extra choice, early, fairly deep apricot... (1/8 oz., 65c) \$0.35 \$1.25 \$4.25
- ***Arkwright Ruby.** Deep crimson-scarlet. Long-stemmed..... .35 (1/8 oz., \$1.25)
- Black Prince.** Deep violet-blue; not dwarf25 .50 1.75
- G. Wermig.** Violet-blue; somewhat late flowering (1/8 oz., 85c) .50 1.60 6.00
- ***Jersey Gem.** Rich dark blue. 90-95 per cent true to color. Somewhat late flowering..... .50 3.25 ... (1/16 oz., 90c; 1/8 oz., \$1.75)
- Lutea Splendens.** Choice golden yellow25 .50 1.50
- Mauve Queen.** Light blue; very true to color..... .25 .50 1.75
- ***Papilio.** Light blue with white; extra early and free flowering. Extra effective and true to color..... .25 .50 1.60
- ***Puck.** Upper petals violet, lower yellow. An effective contrast. .25 .60 2.25
- ***Violet Gem.** Clear deep violet. Though larger than violets, this variety is largely grown in Europe for violets, the flowers being artificially perfumed. Late flowering..... .50
- White Perfection.** Clear paper-white, 5% yellowish rogues. .25 .50 1.75
- ***W. H. Woodgate.** Bright violet; large and long-stemmed..... .50 (1/16 oz., \$1.25; 1/8 oz., \$2.00)
- Large-Flowered Mixture**..... .25 .40 1.50

VIRGINIA STOCK

- Mixed.** An easy growing border annual1525

WALLFLOWER

Annual. An attractive crop of flowers may be had in early spring from an October sowing. Grow in shallow raised beds or flats. Very fragrant but fragile. Tr. Pkt. ¼ oz. Oz.

- Gold Standard.** Deep golden yellow. Best commercial variety. \$0.25 \$0.75 \$2.75
- Golden Yellow Flaked Brown...** .25 .75 2.75
- Tr. Pkt. Oz.
- Early Flowering Double Mixed**.....\$0.30 \$1.50
- Paris Extra-early Single Mixed**..... .15 .25

WILD CUCUMBER (Vine)

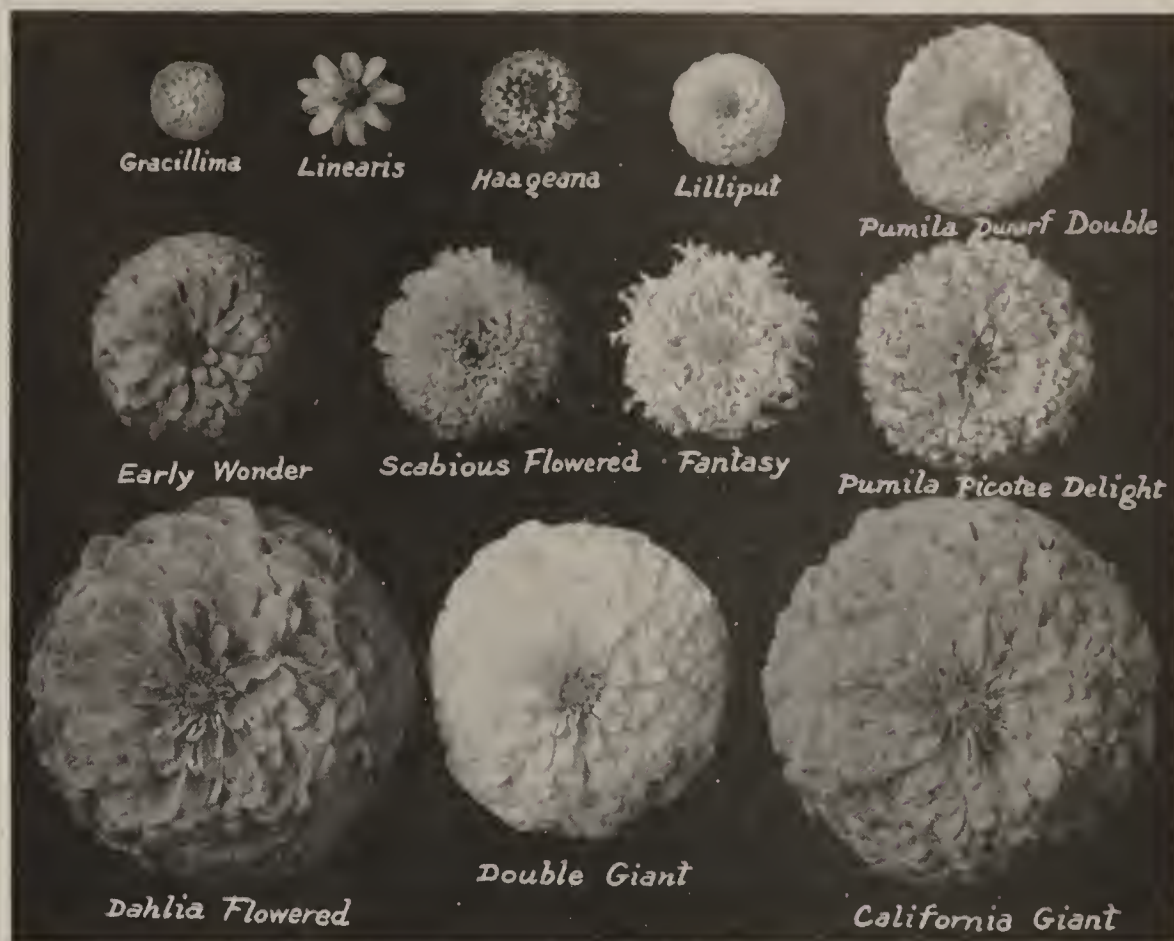
- Tr. Pkt.....10c Oz.....20c

XERANTHEMUM (Everlasting)

- Tr. Pkt.....15c Oz.....50c

YUCCA (Adam's Needle)

- Filamentosa.** Broad, sword-like foliage and tall, branched spikes of large, fragrant, drooping, creamy white flowers during June and July. Tr. Pkt.....10c Oz.....40c ¼ lb.....\$1.25



Comparative Zinnia Flower Types

BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW

Few flowers have exhibited greater improvement at the hands of hybridizers than the Zinnias, and their improvement has been matched with a corresponding increase in public favor. For those getting started with Zinnias, it should be emphasized that the nature of the plants demands plenty of warmth. This is explained by the fact they are native to Mexico. This temperature requirement also, of course, applies to their seed germination, which will be a certain failure in a cold, wet soil. The warm end of a Carnation house or, say, a temperature of around 55 to 60 degrees nights will germinate it. In warm climates Zinnias have high florist value. By sowing around March 1st, Zinnias can be flowered to perfection during May in a Carnation house temperature. By sowing outdoors as late as August 1st, in well-enriched soil and protected with water, they can be had in fine shape right up to frost. To bring out their wonderful colors calls for long sunny days. For this reason they are not profitable as a mid-winter greenhouse crop. Don't overlook the margin in growing Zinnia seedlings for home gardeners. They are liable to become drawn and hardened in pots—better and more easily grown by broadcasting in an open bed.

Dahlia-Flowered Class. Generally accepted as the largest and finest of the Giants. They improve the Giant Mammoth in being more incurved and rounded, though not entirely true to this type.

Canary Bird. A rich primrose-yellow.

Crimson Monarch. Large crimson-red.

Dream. A fine deep lavender.

Eldorado. Salmon-apricot.

***Exquisite.** Fairly deep rose. Valuable for cutting.

Giant Attraction. Brick red.

***Golden Dawn.** Golden yellow, dark center.

Golden State. Rich orange-yellow.

Illumination. Deep rose-pink.

Lemon Beauty. Light lemon yellow, turning russet as it ages.

Luminosa. Bright deep pink with a suffusion of salmon.

Meteor. Clear deep rose.

Old Gold. Deep and lighter shades of old gold.

Old Rose. Real old rose color.

***Oriole.** Orange and gold, excellent.

Polar Bear. Large white.

Purple Prince. Large deep purple.

Scarlet Flame. Well named, glowing color.

Youth. A beautiful soft rose self.

Prices, Separate Colors: Liberal Tr. Pkt.....25c ¼ oz.....35c

½ oz.....60c Oz.....\$1.00 Lb.....\$12.00

SPECIAL OFFER: One trade packet each of above varieties, \$2.75. One trade packet each of any ten above varieties, \$2.00.

***GOLD MEDAL MIXED.** Best Giant Dahlia-flowered Mixture available.

Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.00 Lb.....\$12.00

"LILIPUT" ZINNIAS PROVIDE DAINTY CUT FLOWERS

A PAGE OF ZINNIAS

GIANT MAMMOTH TYPE

Size and general effect of this class closely approaches the Dahlia-flowered, the difference being in a flat or imbricated placement of the petals. A very popular class of Giant Zinnias.

Brightness. Bright deep rose.

Cerise Queen. Choice cerise-rose.

Daffodil. Bright canary yellow resembling Narcissus King Alfred in color. Very fine.

Enchantress. Light rose, deep rose center.

Golden Queen (Lemon Queen). Same color as Golden Dawn.

Grenadier. Same color as Dahlia-flowered Crimson Monarch.

Lavender Queen. Same as Dream in the Dahlia-flowered class.

Miss Willmott. Medium light pink, nice soft shade.

Orange King. Similar in color to our Ball Orange Calendula.

Orange Queen. Golden orange.

Pink Profusion. Light pink shade, lighter than Miss Willmott.

Purity. A very clean white.

Rose Queen. Bright rose, deeper and brighter than Brightness.

Salmon Queen. Salmon rose.

Scarlet Queen. Best real scarlet in this group.

Violet Queen. Same color as Purple Prince in Dahlia-flowered.

Prices, Separate Colors: Tr. Pkt. 20c ¼ oz. 30c

½ oz. 60c Oz. \$1.00 Lb. \$11.00

SPECIAL OFFER: One trade packet each of the above 12 varieties for \$2.00.

MIXED. A mixture of all Giant Mammoth type.

Tr. Pkt. 15c ¼ oz. 30c ½ oz. 50c Oz. 85c Lb. \$10.00

ZINNIA ELEGANS PUMILA DWARF DOUBLE
(Cut and Come Again)

A most desirable type for bedding as well as cut flowers, and desirable for growing in greenhouse or under cloth, particularly the variety "Salmon Rose."

Canary-Yellow.

Fire Ball. Very bright scarlet.

***Salmon-Rose.** Extra choice for cut flowers.

Golden Orange.

Each, Separate Colors: Tr. Pkt. 15c Oz. 50c

Mixed. All colors. Tr. Pkt. 15c Oz. 50c

ZINNIA PUMILA DWARF DOUBLE SPUN GOLD—Bodger

Spun Gold is one of the delightful, soft pastel shades so much in demand at the present time. The flowers, which are medium-sized, 2½ to 3 inches in diameter, are ideal for cut flower use. The soft yellow combines beautifully with lavender, blue or pink shades for a soft treatment, or with the brighter reds and orange shades for contrast. The plants, which are neat in habit, grow 12 to 18 inches in height with strong stems of medium length, and are unusually free flowering. The common name for this type, Cut and Come Again, gives an idea of the free blooming habit. The more flowers picked, the more will be produced. The strain is early blooming, producing flowers about 45 days after planting.

Tr. Pkt. 25c Oz. 75c ¼ lb. \$2.50

Colossal or New Giants. Not recommended. "Dahlia Flowered" or "Giant Mammoth" types are much preferable.

LILLIPUT ZINNIAS

Lilliput or Pompon Class. Have obtained the greatest favor for cut flowers—especially the variety "Salmon Gem." They fit in extremely well for small vase decoration and cut flower work generally. Flowers about size of a large button type Pompon 'Mum. Highly effective for cut flower work, especially nice when the stems are lengthened under glass or cloth houses.

Canary Gem.

Crimson Gem.

Purple Gem.

Golden Gem.

***Salmon Gem.**

Scarlet Gem.

White Gem.

***Rosebud.** Clear deep rose-pink.

This neat little Pompon type is, we believe, the most valuable one for cut flower work. Either cloth or greenhouse protection is necessary to draw out the stems. Such protection seems to reduce the size of the Giants while it increases some that of the Pompons.

***Valencia.** Attractive burnt orange.

Each, Separate Colors: Tr. Pkt. 15c ¼ oz. 25c Oz. 75c Lb. \$8.00
(Combination of varieties to make up pound, at lb. rate).

Mixed, All Colors: Tr. Pkt. 15c ½ oz. 40c Oz. 60c Lb. \$7.50

SPECIAL OFFER: Trade packet of each of the 9 Lilliput varieties for \$1.10.

MISCELLANEOUS TYPES

ZINNIA NEW FANTASY MIXTURE

AWARD OF MERIT WINNER

OF 1935 ALL AMERICA SELECTIONS

Fantasy is the most fascinating new Zinnia type introduced to the flower world for many years. The very informal, shaggy appearing flowers are graceful and interesting, quite distinct from the stiff, formal Zinnias to which we are accustomed. The rounded medium sized flowers are composed of a mass of shaggy ray-like petals which give a delicate and refined appearance, large enough to satisfy the desire for mass color, yet small enough to lend themselves gracefully to flower arrangement. The color range includes the brightest shades of reds, yellow and orange, as well as the popular pastel pinks and cream.

Fantasy, Star Dust. Rich deep golden yellow with the same shaggy petaled formation in the mixture.

Tr. Pkt. 35c ¼ oz. 60c Oz. \$1.75

***Haageana Hybrids.** An especially valuable class for bedding. Very free flowering, compact growth. Small semi-double flowers that have some value for cutting. Attractive colors.

Tr. Pkt. 25c ½ oz. 80c Oz. \$1.50

Scabious-Flowered. Fairly tall and long-stemmed variety, with flower formation resembling Scabiosa. Comes 50 per cent true to this type.

Tr. Pkt. 20c ¼ oz. 50c Oz. \$1.75

GRACILLIMA (Red Riding Hood)

Miniature bright crimson flowers about half the size of Lilliputs. 1 foot high, splendid for bedding. Tr. Pkt. 15c ½ oz. 30c Oz. 75c

EARLY WONDER

A new race of dwarf, early flowering Zinnias, producing masses of Pumila type flowers on long nearly leafless stems.

	Tr. Pkt.	¼ oz.	Oz.
Fiery Salmon Cerise Pink	\$0.25	\$0.50	\$1.75
Rose Pink25	.50	1.75
Finest Mixed25	.50	1.75
Gypsy (New). Burnished orange25	.50	1.75

CUPID

Small button-like flowers, dwarf, 1 foot, well formed plants. At the 1937 F. T. D. Convention, Philadelphia, Pa., these miniature Zinnias combined with Feathery Red Celosia were used for rather effective corsages.

Pixie, Bright Yellow, Tiny Tim, Rich Scarlet, Snow Drop, Pure White, Finest Mixed. Each of above:

Tr. Pkt. 25c ¼ oz. 50c Oz. \$1.50

LILLIPUT "TOM THUMB" MIXTURE

4 to 6 inches. Desirable for rock gardens, pot plants and bedding. A good range of colors. Mixed. Tr. Pkt. 25c Oz. \$1.25

Picotee Delight Type. A fairly tall growth and attractive flower formation, curled or ruffled petals, makes this class well suited to cut flower uses. Comes fairly true to flower type. Tr. Pkt. ¼ oz. Oz.

Golden Ray (New). Golden orange with brick-red

markings

Salmon-Rose. Attractively shaded light to dark

salmon-pink

Mixed. A good mixture

Crown o' Gold Type. A distinctive class, base of each petal shaded light or yellow, while carrying out the individual flower color from the base coloring to the tip. Tr. Pkt. ¼ oz. Oz.

***Desert Gold.** A highly attractive yellow, the

light and darker shading contrasting

effectively

Mixed. An attractive mixture of cut flower

colors

ZINNIA LINEARIS

The most unusual and interesting of the newer Zinnias is the little dwarf variety, Linearis. The flowers, which are single, are a lovely shade of golden orange, with a delicate lemon yellow stripe through each petal, while the center is dark brown in the young flowers, turning golden orange as the pollen develops. It is extremely early blooming, commencing to flower when the plants are about 6 inches tall and keeping on right through the season until the late frosts of autumn.

Tr. Pkt. 25c Oz. \$2.50



Diener's "Ventura" Tomato—New Blight-Resisting
(See Next Page)

Grow **VEGETABLE** Plants For Home Garden Trade

A. B. C. "SUPREME" QUALITY VEGETABLE SEEDS

Numerous florist-growers throughout the United States annually realize a handsome profit in the supplying of vegetable plants to their home garden customers; especially tomato plants, for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

NOTE: Where not otherwise quoted, we supply ½ oz. at ounce rate.

SPECIAL NOTE: In the event that you do not find in our listing of **VEGETABLE SEEDS** the desired kinds we will be glad to supply such, if obtainable and at market price.—A. B. C.

BEETS

	Oz.	¼ lb.	Lb.
Detroit. Dark Red selected stock	\$0.15	\$0.35	\$1.00
Crosby's Egyptian. Selected15	.35	1.00

BRUSSELS SPROUTS

	Oz.	¼ lb.	Lb.
Improved Dwarf.....	\$0.25	\$0.65	\$2.00

CABBAGE

EARLY OBLONG VARIETIES

	Oz.	¼ lb.	Lb.
Jersey Queen. (Yellows-Resistant)	\$0.50	\$1.50	\$4.50
Early Jersey Wakefield.....	.25	.70	2.25

EARLY FLAT AND ROUND VARIETIES

Copenhagen Market30	.85	2.75
Marion Market. (Yellows-Resistant)50	1.50	5.00
Golden Acre45	1.25	4.00
Early Flat Dutch.....	.25	.65	2.00
All Seasons.....	.45	1.25	...
Globe Glory. (Yellows-Resistant)65	2.00	7.00

MAIN CROP SORTS

Premium (Late) Flat Dutch..	.25	.70	2.25
Chinese or Celery Cabbage..	.25	.65	2.25
American Drumhead30	.90	3.00
Danish Ball Head (Dwarf Amager)30	.85	2.75
Hollander. (Yellows-Resistant) ..	.50	1.50	5.00
Dutch Winter or Hollander..	.30	.75	2.50

CABBAGE (Continued)

	Oz.	¼ lb.	Lb.
SAVOY CABBAGE			
Improved American	\$0.30	\$0.90	\$3.00
RED CABBAGE			
Mammoth Rock Red.....	.30	.90	3.00

CARROT

	Oz.	¼ lb.	Lb.
Danvers Half Long.....	\$0.20	\$0.40	\$1.00
Chantenay15	.35	1.00
Guerande or Ox Heart.....	.15	.35	1.00

CAULIFLOWER

	Pkt.	¼ oz.	½ oz.	Oz.	¼ lb.
New Snowball....	\$0.25	\$0.70	\$1.25	\$2.00	\$7.00
Earliest Dwarf Erfurt25	.65	1.15	2.00	7.00
Dry Weather.....	.25	.70	1.25	2.15	7.50
Super Snowball...	.25	.75	1.35	2.50	9.00

CELERY

	Oz.	¼ lb.	Lb.
Golden Self Blanching Dwarf.	\$0.60	\$1.75	\$6.00

CELERY, ROOT

	Pkt.	Oz.	¼ lb.	Lb.
Large Smooth Prague...	\$0.10	\$0.30	\$0.90	\$3.00

CUCUMBER

	Oz.	¼ lb.	Lb.
Colorado or Extra Long			
White Spine	\$0.20	\$0.45	\$1.25
Arlington White Spine.....	.20	.45	1.25
Improved Long Green.....	.25	.50	1.50
Chicago Pickle20	.35	1.00

EGG PLANT

	Oz.	¼ lb.	Lb.
Black Beauty	\$0.50	\$1.50	\$5.00
Improved New York Purple..	.45	1.35	4.50

ENDIVE

	Oz.	¼ lb.	Lb.
Green Curled Summer.....	\$0.15	\$0.45	\$1.25
Full Hearted20	.50	1.50

KALE OR BORECOLE

	Oz.	¼ lb.	Lb.
Excelsior Moss Curled.....	\$0.15	\$0.35	\$1.00

KOHLRABI

	Oz.	¼ lb.	Lb.
Short-Leaved Early Erfurt...	\$0.25	\$0.65	\$2.00
Early White Vienna.....	.25	.65	2.00
Early Purple Vienna.....	.25	.65	2.00

LEEK

	Oz.	¼ lb.	Lb.
Large Musselburg	\$0.25	\$0.65	\$2.00

LETTUCE

	Oz.	¼ lb.	Lb.
LEAF VARIETIES			
Black Seeded Simpson (Selected)	\$0.15	\$0.45	\$1.25
Grand Rapids Forcing.....	.20	.60	1.75

CABBAGE AND HEAD VARIETIES

All Seasons20	.50	1.50
May King15	.40	1.25

LETTUCE AND OTHER
VEGETABLE SEEDS Continued on Next Page

SPECIAL NOTE: If in the market for vegetable seeds (any standard kind) in quantity, please submit your list of wants for special quotations. We meet the market.—A. B. C.

A. B. C. "Supreme" Quality Vegetable Seeds (Continued)



Cabbage "Marion Market" (Yellows-Resistant)
(See Previous Page)

tomato, which is known for its wonderful flavor when canned. It is extremely free bearing.
Pkt.....25c Oz.....\$1.00 Lb.....\$14.00

DIENER'S NEW BLIGHT- RESISTING TOMATO

"VENTURA"

(Diener's Description)

"Ventura" is the most perfect Tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. "Ventura" has a very delicious taste, it being a seedling of the Diener

SPINACH

	Oz.	¼ lb.	Lb.
Long Standing			\$0.30
Round Leaved25
New Zealand50

SWISS CHARD

	Oz.	¼ lb.	Lb.
Cut and Come Again.....	\$0.10	\$0.25	\$0.75

SQUASH

	Oz.	¼ lb.	Lb.
Boston Marrow.....	\$0.10	\$0.25	\$0.75
Summer Crookneck.....	.15	.35	1.00
Golden Hubbard15	.45	1.25
Original Hubbard15	.45	1.25

TOMATO

	Oz.	¼ lb.	Lb.
Bonny Best	\$0.30	\$0.90	\$3.00
Chalk's Early Jewel.....	.30	.90	3.00
Crimson Cushion or Beef-steak50	1.50	4.75
Dwarf Champion45	1.25	4.00
Dwarf Stone45	1.25	4.00
Earlina40	.90	3.00
Early Detroit45	1.25	4.00
Golden Ponderosa60	1.75	6.00
Golden Queen45	1.25	4.25
Greater Baltimore30	.85	2.75
John Baer30	.90	3.00
June Pink45	1.25	4.00
Marglobe40	1.00	3.50
Matchless30	.75	2.50
Ponderosa45	1.25	4.00
Oxheart65	2.00	7.50
Stone Improved30	.90	3.00
Yellow Pear50	1.50	5.00
Yellow Plum50	1.50	5.00

VEGETABLE SEEDS (Continued)

LETTUCE (Continued)

	Oz.	¼ lb.	Lb.
Big Boston.....	\$0.20	\$0.50	\$1.50
New York or Wonderful			
No. 1225	.65	2.00
Prize Head15	.40	1.25
Paris White Cos.....	.15	.45	1.25

MUSKMELON

	Oz.	¼ lb.	Lb.
Extra Early Osage.....	\$0.15	\$0.45	\$1.25
Paul Rose15	.45	1.25
Rocky Ford15	.35	1.00
Honey Dew20	.50	1.50
Honey Rock15	.45	1.25

ONION

	Oz.	¼ lb.	Lb.
Large Red Wethersfield....	\$0.25	\$0.35	\$1.25
Ohio Yellow Globe.....	.30	.60	1.60
Ideal White Globe.....	.35	.75	2.50

PARSLEY

	Oz.	¼ lb.	Lb.
Champion Moss Curled....	\$0.15	\$0.30	\$0.80
Hamburg Rooted.....	.20	.40	1.25

PEPPER

	½ oz.	Oz.	¼ lb.
Magnum Dulce Largest.....	\$0.35	\$0.65	\$2.00
Sweet Mountain25	.45	1.25

PEPPER (Continued)

	½ oz.	Oz.	¼ lb.
Bull Nose (Hot).....	\$0.25	\$0.40	\$1.25
Large Bell (Sweet).....	.25	.45	1.25
Cayenne Long Red.....	.30	.45	1.25
Ruby King20	.35	1.00
Pimento20	.30	.90
Hungarian35	.65	2.00
California Wonder.....	.35	.65	2.00

PUMPKIN

	Oz.	¼ lb.	Lb.
Winter Queen.....	\$0.15	\$0.35	\$1.00
Japanese Pie15	.35	1.00
Small Sugar Pie.....	.15	.25	.60

RADISH

	Oz.	¼ lb.	Lb.
Cincinnati Market.			
Long scarlet	\$0.10	\$0.25	\$0.60
Scarlet Turnip (White Tip Sparkler).....	.10	.20	.60
Improved Scarlet Globe (select)15	.30	.90
Early Scarlet Globe (White Tip)10	.30	.90
Improved French Breakfast10	.25	.60
Brightest Long Scarlet10	.25	.60
20-Day Forcing10	.30	.80
White Icicle10	.25	.70

"MICHIGAN STATE" FORCING TOMATO

A self-pollinating wilt-resistant greenhouse variety that is highly recommended.

Oz.....	\$2.50	¼ lb.....	\$6.00	Lb.....	\$20.00
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Radish, Improved Early Scarlet Globe

NOTE! If you are in the market for vegetable seeds other than listed in these pages, please write for special prices. We supply all standard kinds at market prices.

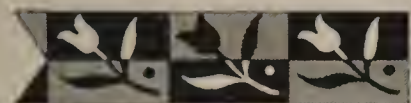
A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED IN BULK—Prices: 1 lb. cloth bags, 22c each; 2 and 3 lb. cloth bags, 21½c per lb.; 5 lb., 10 lb., and 15 lb. bags, 21c per lb.; 100 lb., 50 lb., and 25 lb. bags, at 20c per lb.

green and red; one-, two-, three-, five-, ten- and fifteen-pound bags. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

(Prices on Grass Seed Subject to Market Changes)



A. B. C. "Supreme" Quality Miscellaneous Spring Bulbs

TUBEROUS-ROOTED BEGONIAS

"True Belgian Strain"

For Pot Plants and Bedding. Also the Double Forms are desirable as cutflowers (the stems to be wired).

An early-flowered batch of the showy Tuberous-Rooted Begonias will always be appreciated. And as the tubers are offered either in separate colors or in mixture at reasonable rates, there is no reason why every country florist doing a retail business should not handle a few of them. Both double and single-flowered types may be had. The tubers when received may either be potted at once in a mixture of loam, extremely old manure and sand or placed in peat moss on a bench and lightly sprayed until the top growth and roots start. Usually 4-inch pots will answer well for the tubers, although if larger plants are desired, they can later be given a shift.

These Begonias will grow better if kept fairly warm at this season, 55 degrees at night not being too much. Avoid wetting the foliage as much as possible, and later in the season, as the sun grows in power, some shading during the hottest part of the day will prove beneficial. Not only are the large-flowered Begonias useful as potted plants, but later they are excellent to plant in window or porch boxes where there is considerable shade, as well as for bedding out in positions that are so shady other bedding plants will flower little if at all.

Florists on the West Coast recently found a profitable outlet for Double Tuberous Begonia blooms by utilizing them for corsages and table decoration (the stems being wired). This new fashion is now sweeping the country, the flowers commanding a price on a par with that of Orchids and Gardenias.



Amaryllis, Giant American Hybrid

AMARYLLIS

Giant American Hybrids

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	100	1,000
2 to 2½ inches.....	\$10.00	\$ 90.00
2½ to 3 inches.....	15.00	140.00

TUBEROUS ROOTED BEGONIAS

"True Belgian Strain"

Ready in January. For Pot Plants and Bedding.

Tuberous Rooted, Single. Large blooming bulbs. Scarlet, pink, rose, crimson, yellow, orange, salmon, white.

Tuberous Rooted, Double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink.

	100	1,000
1 to 1½ inches.....	\$6.00	\$55.00
1½ to 2 inches.....	9.00	85.00



Double Flowered Tuberous Rooted Begonia

CHRYSANthemum, ROOTED CUTTINGS, WE SUPPLY ALL WORTH WHILE KINDS, CATALOGUE FREE.



Strong Northern Texas Grown—True to Name Large Flowering Cannas

DORMANT ROOTS, 3 to 5 Eyes

Ambassador. Brilliant red, bronze foliage; 4 feet.

A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade.

Hungaria. 3½ feet. La France pink.

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence.

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet.

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. Handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Green foliage.

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. The President leads the red varieties in the quality and also the quantity of its bloom. The foliage is rich green and burn-proof in the hottest weather.

All the following varieties offered at the special low price of: 100.....\$4.00 1000.....\$32.00

FANCY LEAVED CALADIUMS

True Brazilian Type

There are no finer colored foliage plants for summer use, splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line and represents only the choicest highly colored varieties.

Separate Named Varieties. 100.....\$13.50 1,000.....\$125.00
Named Varieties, Mixed. 100..... 11.00 1,000..... 100.00



Large-Flowering Gloxinia



Canna, The President

The Last Word in Red-Flowered, Green Foliage, Large-Flowering Cannas.

FANCY CALADIUMS

"NEW FRILLED LEAVED"

Bright Colors

A Very Desirable Addition to This Worthy Family

Per 100, \$15.00

CALADIUM ESCULENTUM

ELEPHANT'S EAR

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

	100	1,000
5 to 7 inch circumference.....	\$3.00	\$25.00
7 to 9 inch circumference.....	5.00	45.00
9 to 11 inch circumference.....	7.00	65.00

GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

1 to 1½ inch. 100.....	\$10.00
1½ to 1¾ inch. 100.....	14.00

NERINE SARNIENSIS

"Guernsey Lily". Red flowered. Provides a desirable pot plant.

Large Bulbs, Per 100.....\$8.00 Medium Size Bulbs, Per 100.....\$6.00

TUBEROSES

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches. 100.....	\$2.00	1,000.....\$15.00
Double Pearl. 4 to 6 inches, extra large. 100....	\$3.00	1,000....\$25.00

TEXAS GROWN CANNAS MEAN "QUALITY"



SYMBOLS:
C—Cactus
D—Duplex
FD—Formal Decorative
ID—Informal Decorative
S—Single
SC—Semi-Cactus

DAHLIAS FOR THE FLORIST

Worth-While Varieties

AND
HOME
GARDEN
PLANTER

Large Flowering Types

Each Doz. 100

Adirondac Sunset, "I. D." Orange scarlet with bright yellow at base of each petal. Remarkable color. Long stems and healthy growth.	\$0.85	\$9.00	...
American Triumph, "C." Oriental red, incurved cactus. 8-in. blooms, straight stems.	.35	3.75	\$27.50
Angelo Rossi, "I. D." Bright, golden yellow with bronze shadings. Long strong stems.	1.50	17.00	...
Avalon, "I. D." Clear canary-yellow, large flower, long stems.	.15	1.50	10.00
Beauty Supreme, "F. D." Orchid colored sport of "Jersey's Beauty" with same habit, cut flower is larger.	.20	2.00	12.00
Buckeye Pride. Very profuse bloomer; clear salmon pink; perfect stems.	.50	5.00	...
Chemar's Blue Gem, "F. D." Deep magenta to violet color.	.30	2.75	18.00
Chemar's Eureka, "F. D." An old dependable variety. White shading to pale lavender at center.	.25	2.50	18.00
Dr. John H. Carman, "F. D." Huge flowers of Tyrian rose on straight heavy stems.	.30	3.00	22.50
Dorothy Stone, "I. D." Large deep flowers of true pink. Strong grower.	.30	3.00	22.50
Eagle Rock Wonder. Orange buff with shadings of pink. Late blooming but worth-while.	.35	3.75	27.50
Elizabeth Potter, "I. D." Unusual shade of old rose and amber.	.35	3.75	27.50
Kay Francis, "S. C." Large primrose yellow. Strong grower, good producer.	.75	8.00	55.00
Kentucky, "F. D." Salmon-orange sport of "Jersey's Beauty." Early flowering. Profuse bloomer.	.15	1.50	11.00
Kiss Mee "F. D." Bright red and white, tipped and striped bi-color. Not large, but very profuse bloomer.	.25	2.25	13.00
Monmouth Champion, "F. D." Extra large blooms of brilliant orange. Exhibition type.	.30	2.50	18.00
Mrs. A. E. Wheeler, "F. D." Rich violet red, deep round flower, excellent keeper.	.30	3.00	22.50
Mrs. I. de Ver Warner, "F. D." Beautiful orchid-lavender. The standard of its color for many years.	.20	2.00	12.00
Murphy's Masterpiece, "F. D." Largest of them all. This huge red has been the winner in all exhibitions for several years.	.85	9.00	65.00
Nathan Hale, "F. D." Rich bronze, good stems. Keeps well when cut.	.25	2.50	18.00
President Hoover, "F. D." Large copper-red.	.30	2.50	18.00
Rose Fallon, "F. D." Huge old gold flower. Extra long stem.	.30	2.50	18.00
Sagamore, "F. D." One of the best cut flowers. Autumn colors, excellent keeper. Color, bronzy orange.	.15	1.35	9.00
Tamerlane (New) "F. D." Bright, striking cardinal red, exceptional for cut flowers.	.75	5.00	35.00



New Cut Flower "Easter Greeting"

Large Flowering Types (Continued)

Each Doz. 100

Watchung Wonder, "F. D." Royal red, occasional flecks of gold. Very satisfactory for autumn bloom.	\$0.30	\$2.50	\$18.00
White Beauty, "I. D." Very beautiful, pure white, cut flower, good stems.	1.50	16.50	...
White King, "F. D." Pure white, large commercial size, fine long stems. Has become the standard white in the New York cut flower market.	.20	2.00	12.00
El Toreador, "F. D." Medium sized standard. Market red.	.20	2.00	12.00
Fort Monmouth, "I. D." Rich garnet red. Long fine petals. Makes a very graceful flower. An especially good keeper.	.30	3.25	18.00
Golden Standard, "C." One of the best novelties to date. Large bronze cactus on perfect stems. Profuse early bloomer and wonderful keeper when cut.	.75	8.00	...
Large Flowering Types Cont. Page 56			

"Easter Greeting"

A Very Worth-While New Cut Flower Dahlia

This wonderful Dahlia is a cactus type, dwarf compact grower, literally covering itself with a glistening white bloom. We have grown this for two summers and are well pleased with it. "Easter Greetings" is a very profitable variety to plant in the open ground for cut flowers throughout the summer. It is an early flowering variety, in bloom with us three or four weeks before any other Dahlia, which makes it profitable from a commercial standpoint, due to its long blooming period.

Offered in 2½-inch Pot Plants only. Delivery beginning April 15, 1938.

Price per 100...\$20.00 Per 1000...\$190.00
NOTE: Large flowering Dahlias continued on next page.

NOTE: ALL DAHLIAS OFFERED (WITH EXCEPTION OF "EASTER GREETING") ARE STRONG ROOT "DIVISIONS" READY FOR PLANTING

SYMBOLS:

C.—Cactus Type
D.—Duplex Type
F. D.—Formal Decorative Type
I. D.—Informal Decorative Type
S.—Single Type
S. C.—Semi-Cactus Type

DAHLIAS FOR THE FLORIST

Worth-While Varieties

AND
HOME
GARDEN
PLANTER



"Jersey's Beauty"—This Wonderful Rose-Pink Dahlia Still Remains as One of the Most Desirable Varieties, Especially from a Cutflower Standpoint
Price: Each.....15c Doz.....\$1.35 Per 100.....\$9.00

Large Flowering Types (Continued)

	Each	Doz.	100
Gretel, "S. C." Medium sized flower of brilliant henna orange. Profuse bloomer, excellent for basket work ..	\$1.50	\$15.00	
Improved Francis Laroocca, "F. D." The standard commercial yellow, profuse bloomer	.25	2.25	13.00
Imperial Pink, "F. D." Rich, bright, true pink with primrose shading at the center of the flower30	3.00	22.50
Jane Cowl, "I. D." Orange, salmon and gold. One of the Dahlia "high-lights" for cut flowers15	1.50	11.00
Jersey's Beacon. Chinese scarlet, large size on strong stems. Very attractive20	2.00	12.00

	Each	Doz.	100
Jersey's Beauty, "F. D." Rose pink. (See illustration on this page). Generally considered as the best cut flower Dahlia in commerce today. Fully qualifies in every way.....	\$0.15	\$1.35	\$ 9.00
Jersey's Triumph, "F. D." Bright copper, flushed with salmon, same clean type of growth as "Jersey's Beauty" ..	.20	2.00	12.00
Jersey's Dainty, "C." A very beautiful white cactus Dahlia which at times has faint shadings of pale pink; very fine for basket work35	3.50	25.00
Jersey's Melody, "S. C." A very striking color. Bright Tyrian rose with silvery shadings; delicate shape and floriferous30	3.00	22.50

POMPON DAHLIAS

(Exceptional for Basket Work, Etc.)

	Each	Doz.	100
Anna Von Schwerin. Pale pink, white center	\$0.20	\$2.00	\$12.00
Baby. Light pink.....	.15	1.35	9.00
Bobby. Plum purple.....	.15	1.35	9.00
Bob White. Good white.....	.20	2.00	12.00
Bronze Beauty. Orange bronze...	.15	1.35	9.00
Dee Dee. Lavender.....	.20	2.00	12.00
Dot. White with greenish caste...	.20	2.00	12.00
Edith Mueller. Yellow-tipped Flame	.15	1.35	9.00
Flame. Scarlet.....	.15	1.35	9.00
Honey. Primrose, scarlet center...	.20	2.00	12.00
Joe Fette. The best white.....	.15	1.35	9.00
Jonkheer Von Citters. Red and yellow15	1.35	9.00
Kleine Domitea. Buff orange.....	.15	1.35	9.00
Lavender Gem. Clear lavender...	.15	1.35	9.00
Little David. Mahogany bronze...	.15	1.35	9.00
Little Edith. Yellow, tipped orange.	.20	2.00	12.00
Little Herman. Red and white, bi-color15	1.35	9.00
Mary Munns. Fuschia.....	.20	2.00	12.00
Morning Mist. Pale lavender pink.	.20	2.00	12.00
Nerissa. Lavender.....	.35	3.50	25.00
Snow Clad. White.....	.15	1.35	9.00
Titian. Bright flaming red.....	.20	2.00	12.00
Tom Thumb. Red.....	.15	1.35	9.00
Yellow Gem. Best yellow.....	.15	1.35	9.00

MINIATURE DAHLIAS

	Each	Doz.	100
Baby Royal, "S. C." Salmon....	\$0.30	\$3.25	\$22.50
Bishop of Llandaff, "D." Bright red Peony type, golden crown of stamens and unusual bronze foliage40	4.50	27.50
Daybreak, "S. C." Bronze.....	.40	4.50	27.50
Elizabeth Pape, "C." Pale pink and cream40	4.50	27.50
Fairy. Miniature Jersey's Beauty. Fine cut flower.....	.30	3.25	22.50
Gaillard, "C." Red.....	.40	4.50	27.50
Newport Triumph, "S." Old rose...	.40	4.50	27.50
Red Head. Orange-red. Shaped like a Gardenia.....	.40	4.50	27.50
Samaritan. Pure white, semi-cactus	.40	4.50	27.50
Skippy, "F. D." White tipped red.	.40	4.50	27.50
Tri-color, "F. D." Red, yellow and white40	4.50	27.50
Union Jack. Red and white striped single40	4.50	27.50
White Star. White single.....	.40	4.50	27.50

DOUBLE LARGE FLOWERING DAHLIAS

(Under Color)

Various shades of red, pink, white, purple, maroon, yellow or variegated. Desirable for merchandising in dry root form to the public.			
Doz.....	\$1.25	100.....	\$7.00
		1000.....	\$62.50
		(250 at 1000 rate)	
Mixed. All colors. Likewise desirable for store sales.			
Doz.....	\$1.00	100.....	\$5.50
		1000.....	\$52.50

BALL SHAPED DAHLIAS

	Each	Doz.	100
Elsie Burgess. Lavender pink and white	\$0.15	\$1.35	\$ 9.00
Helen Hollis. Red.....	.15	1.35	9.00
Jean Kerr. White.....	.15	1.35	9.00
Jersey's Beacon Ball. Orange....	.15	1.35	9.00
Maud Adams. Pink and white....	.20	2.00	12.00
Old Ironsides. Clear lavender....	.40	4.00	...

NOTE: ALL DAHLIAS OFFERED (With exception of "EASTER GREETING," on previous page) ARE STRONG ROOT DIVISIONS READY FOR PLANTING

A. B. C. "Supreme" Quality GLADIOLUS

Annual Production:

Approximately Fifteen Million Bulbs

NOTE: 250 Bulbs supplied at 1,000 rate.

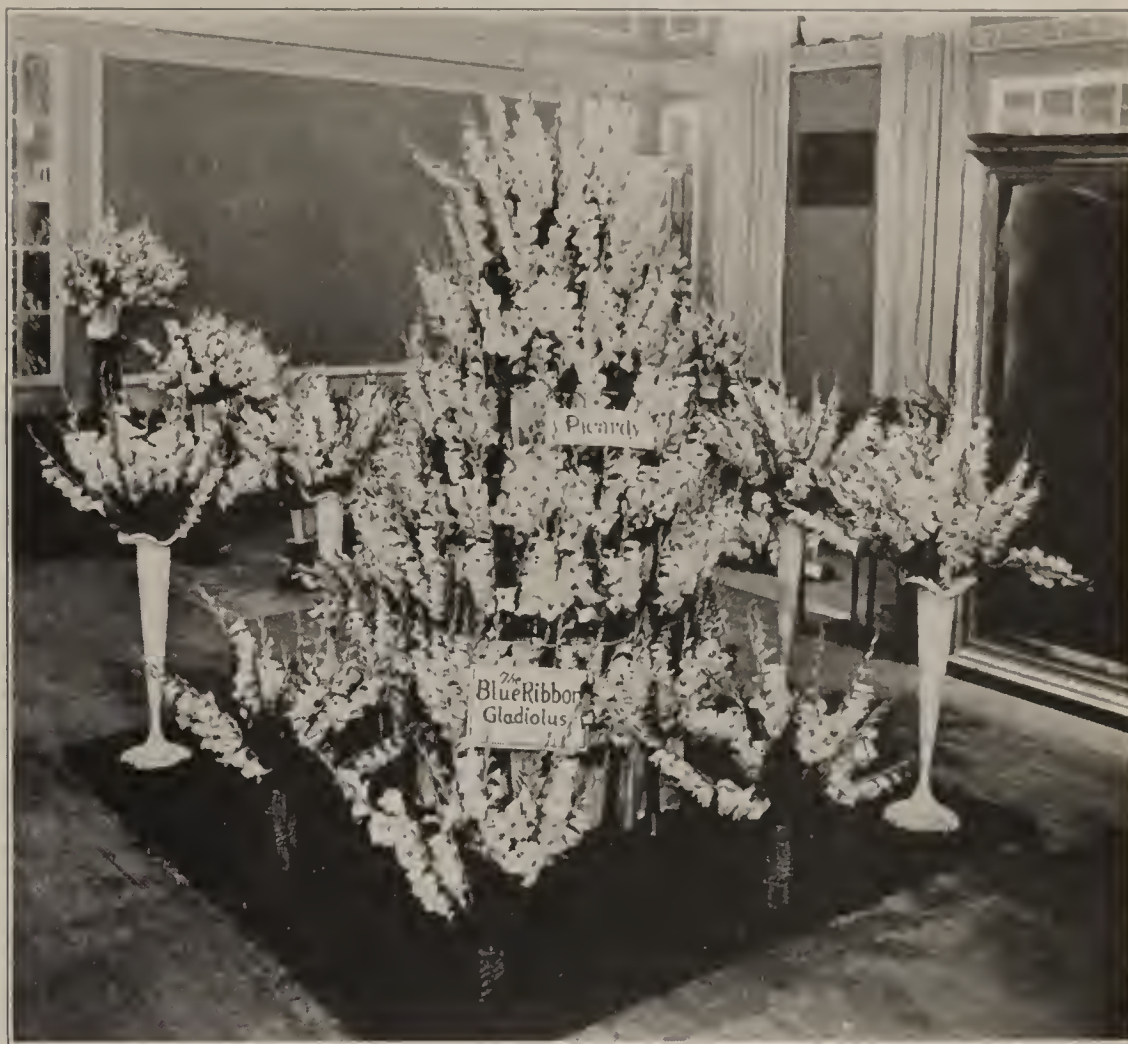
Varieties marked (*) recommended for forcing.

RED AND ROSE VARIETIES

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per	Per	Per	Per
	100	1000	100	1000
Aflame. Orange-red.....	\$2.00	\$15.00	\$1.75	\$12.50
*Dr. Bennett. Brilliant scarlet.	2.20	17.00	2.00	15.00
Commander Koehl. Dark scarlet-red	3.00	25.00	2.50	20.00
Chas. Dickens. Violet-red, dark blotch.....	2.50	20.00	2.20	17.00
Excellence. Early orange-red (a Kunderd First Prize seedling). Choice cut flower variety)	2.50	20.00	2.25	17.50
*Flaming Sword. Early deep red	1.70	12.00	1.50	10.00
Helga. Salmon-rose.....	2.00	15.00	1.70	12.00
*Mrs. F. Pendleton. Rose-pink	2.00	15.00	1.70	12.00
Mrs. Francis King. Flame orange-scarlet	1.70	12.00	1.50	10.00
Predominator. Pure salmon- scarlet (Kunderd First Prize seedling). Exceptional cut flower variety	2.70	22.00	2.50	20.00
Pride of Wanakah. Deep rose, deeper blotch.....	2.00	15.00	1.70	12.00
Remembrance. Salmon-rose, purple blotch.....	2.00	15.00	1.70	12.00
Rose 1910. Early deep rose- pink	1.70	12.00	1.50	10.00
Red Phipps. Excellent rose- red	3.30	28.00	2.90	24.00
*Virginia. Scarlet-red.....	1.90	14.00	1.70	12.00
Wurtembergia. Scarlet, cream blotch.....	3.50	30.00	3.00	25.00

PINK VARIETIES

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per	Per	Per	Per
	100	1000	100	1000
America. Lavender-pink....	\$1.90	\$14.00	\$1.60	\$11.00
*Betty Nuthall. Coral-pink...	1.90	14.00	1.70	12.00
Debonair (New). La France pink	3.50	30.00	3.00	25.00
Duna (New). Safrano pink..	3.00	25.00	2.60	21.00
E. J. Shaylor. Rose-pink....	1.90	14.00	1.60	11.00
*Giant Nymph. Tall pink....	1.90	14.00	1.70	12.00
Gloriana. Salmon-rose.....	2.10	16.00	1.80	13.00
Halley. Salmon-pink.....	1.90	14.00	1.60	11.00



"Picardy"—Winner of Blue Ribbon at National Gladiolus Show, 1935

Continues to hold First Place as a Cut Flower Gladiolus. Likewise outstanding for Garden Show. (See Back Cover for Colored Illustration of "Picardy"). We have an exceptionally choice stock of this grand variety.

PINK VARIETIES (Continued)

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per	Per	Per	Per
	100	1000	100	1000
Highland Laddie. Pink.....	\$2.00	\$15.00	\$1.70	\$12.00
*Los Angeles. Salmon-pink.....	1.70	12.00	1.50	10.00
Mildred Louise. Pure deep salmon-rose.....	3.50	30.00	3.00	25.00
Mrs. Leon Douglas. Giant pink.....	2.20	17.00	1.90	14.00
*Mrs. P. W. Sisson. Cameo-pink.....	2.00	15.00	1.75	12.50
*Odin. Deep salmon pink.....	1.90	14.00	1.70	12.00
*Picardy. New shrimp pink.....	2.10	16.00	1.80	13.00
W. H. Phipps. La France pink.....	2.50	20.00	2.20	17.00

ORANGE-YELLOW-APRICOT VARIETIES

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per	Per	Per	Per
	100	1000	100	1000
*Apricot Glow. Tall clear apricot.....	\$2.00	\$15.00	\$1.70	\$12.00
*Alice Tiplady. Orange.....	1.70	12.00	1.50	10.00
*Gold Eagle. Early yellow.....	1.70	12.00	1.50	10.00

Temperature for Forcing Gladiolus

The best temperature is carnation house temperature (50° to 52° F.) Cooler temperatures to start with are satisfactory, as the Gladiolus starts slowly and will not take kindly to any increase in heat before the bud shows, except the natural increase in heat which the sun gives during bright winter days and in spring.

PICARDY

Picardy has proved to be the most outstanding cut flower Gladiolus introduced in the past decade and this very worthwhile variety has created no end of unusually favorable comment from the trade and public as well.

	Per 100	Per 1000
1 1/2 inch and up.....	\$2.10	\$16.00
1 1/4 inch and up.....	1.80	13.00

IMPORTANT to the Forcer

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and are scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.

A. B. C. "Supreme" Quality GLADIOLUS

Annual Production—Approximately Fifteen Million Bulbs

ORANGE-YELLOW-APRICOT VARIETIES (Continued)

WHITES

	First Size 1½" and up		Second Size 1¼" and up	
	Per	Per	Per	Per
	100	1000	100	1000
Golden Dream. Golden yellow.....	\$1.70	\$12.00	\$1.50	\$10.00
Kunderd's Yellow Favorite. Fine yellow.....	2.20	17.00	1.90	14.00
Ming Toy. Buff yellow.....	1.90	14.00	1.60	11.00
Miss Bloomington. Best yellow for cutting (Kunderd First Prize seedling). Good keeper.....	2.50	20.00	2.25	17.50
*Orange Queen. Apricot-orange.....	1.90	14.00	1.70	12.00
Pfitzer's Triumph. Large salmon-orange.....	2.30	18.00	2.10	16.00
Primunella. Safron-orange.....	1.90	14.00	1.60	11.00
*Souvenir. Pure yellow, early.....	1.70	12.00	1.50	10.00
*Albatross. Fine white.....	3.00	25.00	2.70	22.00
Albania. Pure white.....	2.10	16.00	1.90	14.00
*Chicago White. Early white.....	1.90	14.00	1.60	11.00
Helen Wills. White, cream throat.....	2.50	20.00	2.20	17.00
*Joerg's White. Cream white.....	2.70	22.00	2.50	20.00
Lily White. Cream white.....	2.00	15.00	1.80	13.00
*Maid of Orleans. Large white. European seedling. First prize winner in numerous shows. Opens well. An outstanding white.....	4.00	35.00	3.50	30.00
Mammoth White. Pure white.....	2.80	23.00	2.50	20.00
Peace. Late white.....	1.90	14.00	1.70	12.00
*Polar Ice. Early, fine white.....	4.00	35.00	3.50	30.00
Tiffany. White, cream blotch.....	2.00	15.00	1.70	12.00

LAVENDER AND VIOLET

	First Size 1½" and up		Second Size 1¼" and up	
	Per	Per	Per	Per
	100	1000	100	1000
*Berty Snow. Lavender.....	\$2.10	\$16.00	\$1.90	\$14.00
Marmora. Lavender-gray, Petunia blotch.....	2.30	18.00	2.00	15.00
*Minuet. Delicate lavender.....	2.90	24.00	2.50	20.00
Mrs. Konyenburg. Light blue-violet.....	2.30	18.00	2.00	15.00
Pelegrina. Dark violet.....	2.70	22.00	2.40	19.00
Veilchenblau. Violet-blue.....	2.50	20.00	2.10	16.00

FORCING GLADIOLUS

The care of the Gladiolus after they are started is very simple. Clean culture and careful attention to watering, and caution in not trying to hurry with additional heat is about all that need be mentioned. Exact timing of gladiolus is not practical, but they have a special merit as a cash crop for planting any time between January 15th and March 30th.

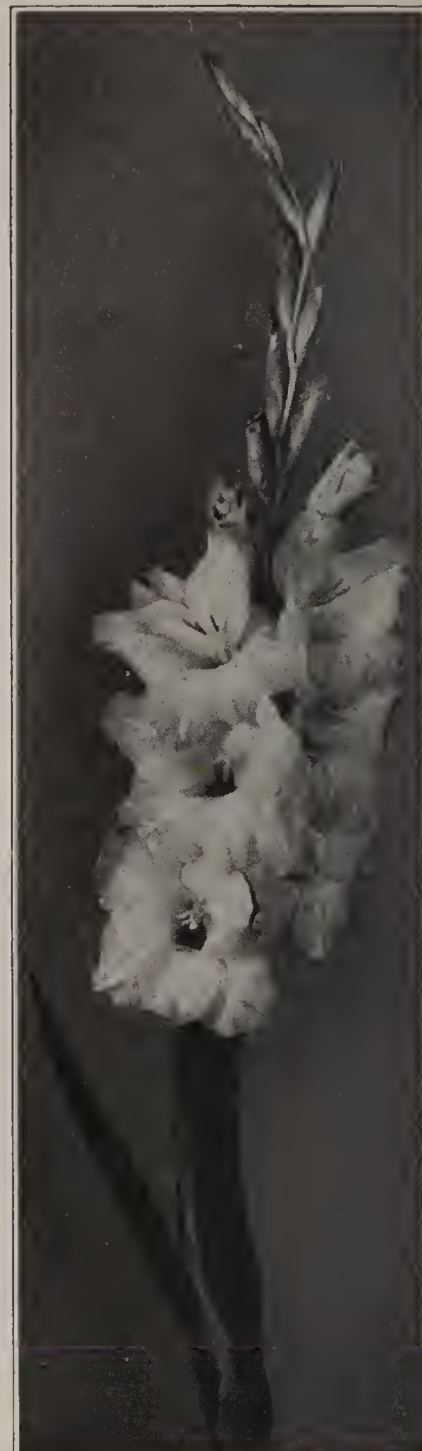
Gladiolus planted in March will come into bloom in a less number of days than those planted in January. Late January planted bulbs, on an average, will require about 115 to 120 days to come into bloom. Late February plantings will require about 90 to 100 days. Often the same variety of bulbs planted January 15th to February 15th will come into bloom about the same time. The percentage of blindness is greatly increased in the early plantings. For this reason, it is unwise to plant before January 15th. The use of electric light mornings and evenings will not cost more than additional heat and will hasten flowers and help prevent blindness.

Do not rely on any one variety as it has been proven that with the Gladiolus the very one that does the best one year may prove disappointing another, so it is best to have several varieties. It is also wise to treat the bulbs before planting with corrosive sublimate. The standard formula is 1 ounce to 8 gallons of water. Wooden or earthenware containers only can be used. Bulbs should be left in solution 2 to 3 hours and dried off somewhat before planting.

KUNDERD'S FAMOUS GLADIOLUS

At Previous Unheard-of Low Prices
(See Below)

If You
Merchandise
GLADIOLUS
BULBS
to the
Public
KUNDERD'S
"GLORY"
STRAIN
(Offered Below)
Will, We
Believe,
When Blooming
Period Comes
Around,
Redound
Highly
to the
Credit
of Your
Establishment
A. B. C.



Minuet
The Outstanding Lavender
Cut Flower Gladiolus

GLADIOLUS IN MIXTURE

KUNDERD'S "GLORY" STRAIN

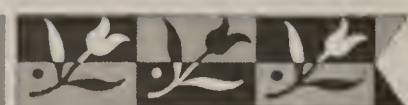
Especially recommended to Florists, Nurserymen and Seedsmen for "bulb merchandising" to the public, for garden show or the production of mixed cut flowers.

Contains a good selection of Kunderd varieties with a large range of color.

1st Size.	100.....	\$1.70	1000.....	\$12.00
2nd Size.	100.....	1.50	1000.....	10.00

If in the Market for Quantity, Mixed or Named,
Please Ask for Special Quotation

DR. BENNETT, (BRILLIANT SCARLET), IS IN A CLASS WITH "PICARDY" FOR CUT FLOWERS



A. B. C. LILY HEADQUARTERS

The fact that we have consistently supplied from year to year and for many seasons past, numerous of the largest Lily growers in this country and Canada, is indicative, we believe, that A. B. C. **"Supreme" Quality Lily Bulbs** have obtained an enviable reputation amongst the trade.

The new 1938 crop will be available in due course, and as prices have not been established on some kinds at the time of going to press, we will appreciate receiving a list of your Lily requirements for the coming season, and we will be glad to quote our most favorable figures.

LILIUM GIGANTEUM

(From Cold Storage)

	Per 100	Per case
6 to 8 inch. 400 bulbs to case....	\$6.00	\$17.00
7 to 9 inch. 300 bulbs to case....	7.00	18.00

Early orders for Cold Storage Giganteum are advisable this year.

NEW CROP LILIUM GIGANTEUM

Southern and Northern Grown

(Delivery September-October, 1938)

6 to 8 inch.....	400 bulbs to case
7 to 9 inch.....	300 bulbs to case
8 to 9 inch.....	250 bulbs to case
8 to 10 inch.....	225 bulbs to case
9 to 10 inch.....	200 bulbs to case
10 to 11 inch.....	150 bulbs to case

TRUE LILIUM ERABU

New Crop A. B. C. Select Strain

(Delivery September-October, 1938)

Our shipper in Japan has perfected Erabu of even size and free from disease through selection of planting stock and cultivating on new soil. This is a strain of Erabu that has brought us compliments from our customers.

6 to 8 inch.....	400 bulbs to case
7 to 9 inch.....	300 bulbs to case
8 to 10 inch.....	225 bulbs to case
9 to 10 inch.....	200 bulbs to case

LILIUM ERABU HAYAI

Early Flowering Strain

(Delivery September, 1938)

6 to 8 inch.....	400 bulbs to case
7 to 9 inch.....	300 bulbs to case
8 to 10 inch.....	225 bulbs to case
9 to 10 inch.....	200 bulbs to case



Lilium Giganteum A. B. C. "Supreme" Quality

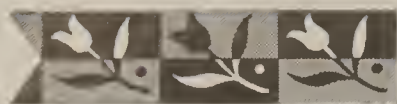
LILIUM NIPPON "Improved Giganteum"

(New Crop) Fall 1938 Delivery

Quantity of this Lily is limited. Nippon forces easy; healthy; more blooms than regular Giganteum. Makes an ideal Easter plant. Try a case. You will be more than pleased. (Price on application).

	No. in case
6 to 8 inch.....	400
7 to 9 inch.....	300
8 to 10 inch.....	225
9 to 10 inch.....	200

LILIUM TENUIFOLIUM PROVIDES DESIRABLE CUT FLOWERS



A. B. C. Lily Headquarters

LILIUM HARRISII

"Blue Ribbon" Brand — Bermuda Grown — Delivery August-September

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering.

6 to 7 inch — 335 to case.....	{	Quotations Available June, 1938
7 to 9 inch — 200 to case.....		
9 to 11 inch — 100 to case.....		
11 to 13 inch — 50 to case.....		

LILIUM CANDIDUM ("Madonna Lily")

Imported French Grown

Delivery
September

Note! Liliun Candidum is nowadays primarily planted outdoors, bulbs being set soon after their arrival from France. (Cover them not more than 2 inches.) In days gone by, Liliun Candidum was largely cultured under glass, although this plan is still followed to some extent. However, they must be grown cool, never more than 55 degrees at night. Liliun Candidum and Delphinium Belladonna bloom at the same period outdoors and provide a most "happy combination."

20 to 22 centimeters.....	{	Quotations Available May, 1938
22 to 24 centimeters.....		
24 to 26 centimeters.....		
26 to 28 centimeters.....		
28 to 30 centimeters.....		
30 centimeters and up (scarce).....		



Lilium Candidum (Madonna Lily)



"The Aristocrat of Lilies"

Standing Wreath composed of Orchids and Lilium Rubrum (Magnificum). "Oriental Orchids." There is no Lily that lends itself so gracefully to floral work of all kinds. Has a particular charm all of its own. Easily grown. Photograph by courtesy of J. H. Small and Sons, Washington, D. C., and New York, N. Y.

LILIUM RUBRUM (Magnificum)

	Per 100	Per case
7 to 9 inch. 250 to case.....	\$ 7.00	\$15.00
8 to 9 inch. 200 to case.....	9.00	15.00
8 to 10 inch. 170 to case.....	10.00	15.00
9 to 10 inch. 150 to case.....	12.00	15.00
9 to 11 inch. 130 to case.....	14.00	16.00
10 to 11 inch. 120 to case.....	15.00	16.00
11 to 13 inch. 90 to case.....	16.00

LILIUM SPECIOSUM ALBUM

	Per 100	Per case
7 to 9 inch. 220 to case.....	\$13.00	\$26.00
8 to 9 inch. 200 to case.....	15.00	27.00
8 to 10 inch. 170 to case.....	18.00	26.50
9 to 10 inch. 150 to case.....	21.00	27.00

LILIUM AURATUM PLATYPHYLLUM

	Per 100	Per case
7 to 9 inch. 250 to case.....	\$11.00	\$20.00
8 to 9 inch. 170 to case.....	14.00	21.00
8 to 10 inch. 150 to case.....	16.00	21.00
9 to 10 inch. 120 to case.....	19.00	22.00
10 to 11 inch. 90 to case.....	22.00

LILIUM AURATUM (Gold Banded)

	Per 100	Per case
7 to 9 inch. 200 to case.....	\$ 7.00	\$15.00
8 to 9 inch. 170 to case.....	9.00	15.00
8 to 10 inch. 150 to case.....	12.00	15.00
9 to 10 inch. 120 to case.....	14.00	15.00
10 to 11 inch. 90 to case.....	15.00
11 to 13 inch. 70 to case.....	15.00

LILIUM TIGRINUM SPLENDENS (Single)

	Per 100	Per case
7 to 9 inch. 250 to case.....	\$ 7.00	\$15.00
8 to 9 inch. 200 to case.....	9.00	15.00
8 to 10 inch. 170 to case.....	12.00	15.00
9 to 10 inch. 150 to case.....	14.00	15.00
10 to 11 inch. 120 to case.....	15.00
11 to 13 inch. 90 to case.....	15.00
Lilium Tigrinum fl. pl. Double flowered. Per doz...	\$1.75	Per 100...\$12.00

LILIUM RUBRUM (MAGNIFICUM) IS NOW CULTURED BY MANY GROWERS THE YEAR AROUND



A. B. C. "Supreme" Quality Valley Pips
LILY-OF-THE-VALLEY PIPS

Re-selected Exhibition German Pips

A. B. C. "Supreme" Quality Lily-of-the-Valley is, we believe, too well known to require any commendation on our part. 100.....\$5.00 250.....\$11.00 500.....\$21.00 1,000.....\$40.00 Valley Pips from cold storage. For immediate delivery. Besides its cut flower worth, Lily-of-the-Valley has an important sales value in the merchandising of Pips to the public for planting in various receptacles. Can be bloomed inside of four weeks' time in moss, sand or soil. A few started Pips, 12 or so, in a fancy bowl, displayed in your store will, no doubt, create interest among your customers, especially so when you demonstrate their ease of culture and the short period required to bring them into bloom. (Prices on application.)

LILY-OF-THE-VALLEY CLUMPS
 For Outdoor Culture

A permanent investment for your "Garden Planter" customers.
 Dozen.....\$3.00 100.....\$20.00

HARDY LILIUM TENUIFOLIUM

This most desirable narrow-leaved slender Lily grows about 18 inches high, producing pendulous flowers somewhat resembling miniature *Lilium Rubrum*, and are brilliant scarlet, flowering outdoors in June. They should be planted about 4 inches deep and 3 inches apart.

For under-glass culture they can be planted in a Darwin tulip bulb pan, set 4 inches deep, since they are a stem rooting type. They come into bloom in approximately 14 weeks. Also, owing to their slender stems and fine, narrow foliage, *Lilium Tenuifolium* can be planted between carnations right in the benches.

Bulbs of *Lilium Tenuifolium* are now obtainable at a low price, and we believe that florists will find them profitable, especially growers who operate in conjunction a retail store, as they are exceptional for basket work, etc.

PRICES: Strong blooming bulbs — 100.....\$7.00 1000.....\$60.00

Write for special price on quantity.

LILIUM TENUIFOLIUM, AN EXCELLENT CUT FLOWER — ALSO DESIRABLE AS A POT PLANT

A. B. C. LILY
HEADQUARTERS

LILIUM BATEMANNAE

This excellent species is one of the very best of the upright flowered Lilies, having flowers of rich apricot, unspotted and with gracefully recurring petals. Blooms in the open during August. Plant 6 inches deep; provides desirable cut flowers under glass. Per doz.....\$1.70 Per 100....\$11.00

LILIUM HANSONI

A choice Korean species bearing many handsome yellow flowers with thick petals. It is very hardy and easily grown but should be planted in partial shade. Plant 6 inches deep. Height, 3 to 4 feet. Blooms in the open. Succeeds well under greenhouse culture.

	Per doz.	Per 100	Case
7 to 9 inch. 200 to case.....	\$1.90	\$14.00	\$24.00
8 to 9 inch. 150 to case.....	2.25	17.00	24.00
8 to 10 inch. 100 to case.....	2.75	21.00
9 to 10 inch. 100 to case.....	3.00	23.00..
10 to 11 inch. 100 to case.....	3.35	25.00

KRAMERI (Japonicum)

One of the few pink Lilies. Usually two, and as many as five beautiful pale pink funnel-shaped flowers appear on slender stems. Plant in open, 8 inches deep. Blooms in July. Succeeds under glass.

	Per doz.	Per 100
5 to 7 inch. 300 to case.....	\$1.60	\$10.00
6 to 8 inch. 250 to case.....	1.75	12.00

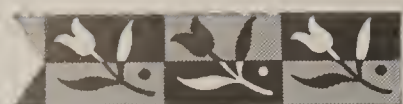
LILIUM HENRYI (The Golden Speciosum)

The golden orange color is enhanced by a prominently green nectar furrow in the middle of each petal. Excellent for cutting. It will keep in good condition for two weeks or more, or until the last bud opens. Plant in partial shade.

	Per 100	Per case
7 to 9 inch. 220 to case.....	\$ 7.00	\$15.00
8 to 9 inch. 200 to case.....	9.00	15.00
9 to 10 inch. 150 to case.....	12.00	15.00
10 to 11 inch. 120 to case.....	14.00	15.00



Lilium Tenuifolium



A. B. C. LILY HEADQUARTERS

Lilies work so wonderfully well into a great variety of basket designs that we believe it will pay you to have a good planting of several varieties.

THE REGALE LILY (True Northern Grown)

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet; the fragrance is fascinating.

	100	1000
5 to 6 inch.....	\$ 4.50	\$ 40.00
6 to 7 inch.....	5.50	50.00
7 to 8 inch.....	8.00	75.00
8 to 9 inch.....	10.00	95.00
9 to 10 inch.....	13.00	120.00

25 bulbs at 100 rate—250 bulbs at 1000 rate

Our supply of Regale Lilies is from Bulbous Stock, not Seeds. There's a difference in your favor—namely, the type is true.

VARIOUS LILIES

	10	100
Canadense. Minutely spotted, varying from red to yellow. Plant 8 inches deep.....	\$1.75	\$12.00
Davuricum. Flowers of rich orange shade, flushed red and spotted black. June and July. 2 feet.....	1.75	12.00
Elégans Atrosanguineum. Red.....	1.60	10.00
Elegans Atropurpureum. Dark red.....	1.60	10.00
Elegans Incomparabilis. Red.....	1.60	10.00
Elegans Mixed	1.50	10.00
Rubellum. Rose pink with yellow anthers.....	1.60	10.00
Superbum. A very beautiful American Lily, tall and vigorous, bearing many large recurving flowers. Yellow spotted maroon in center and blending to orange and crimson toward the tip of the petals. 4 to 7 feet high. Blooms late July. Plant 4 inches deep in partial shade.	1.50	10.00
Umbellatum Erectum. Red, flushed orange, tall and vigorous	1.80	14.00

PLANTING TABLE FOR COLD STORAGE LILIUM GIGANTEUM... AND FLOWERING DATES

PLANTING DATE		FLOWERING DATE	
January 1st	May 15th	April 15th to 25th	August 20th
January 15th	June 1st	April 25th to May 5th	September 1st
February 1st	June 15th	May 15th to 30th	September 15th
February 15th	July 1st	June 1st to 10th	October 1st
March 1st	July 15th	June 10th to 30th	October 15th
March 15th	August 1st	July 1st to 10th	November 1st
April 1st	September 1st	July 15th to 30th	November 25th
April 15th	September 15th	August 1st	December 15th to 25th
May 1st	October 1st	August 10th	January 1st to 10th

Lilium Speciosum Rubrum "Magnificum" planted on the above named dates will take six to eight weeks longer to flower than Lilium Giganteum.

Lilium Rubrum "Magnificum" should be planted June 15th to July 1st to flower for Christmas.

The above, however, are all approximate flowering dates. If extremely warm weather exists meantime they may flower a week earlier. It largely depends on weather conditions.—A. B. C.

COLD STORAGE GIGANTEUM ARE COMPARATIVELY SCARCE THIS YEAR. ORDER EARLY FOR SHIPMENT WHEN DESIRED.



The Regale Lily

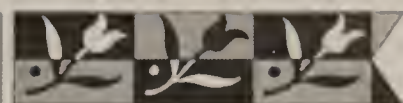
THE REGALE LILY

Desirable for both pot and out-door culture. Some growers have found this exceptional Lily to be profitable for Easter sales. Grown 3 to 6 plants in a suitable pan.

LILIUM PHILIPPINENSE FORMOSANUM

A distinct Lily of refined and graceful appearance, with long, grassy foliage and exquisitely shaped long, wide-mouthed trumpet flowers of the purest white, slightly colored externally with reddish brown. This outside coloration fades as the flower matures. Blooms September. Height, 3 to 6 feet. Plant 8 inches deep.

Per doz.....\$1.25 Per 100.....\$9.00



MISCELLANEOUS FLOWERING AND ORNAMENTAL PLANTS

A page of desirable plants produced by specialists. Quality A-No. 1 in every respect, and packing such that plants should reach you in the ordinary course in the best of condition. We make a specialty of small plant stock and shall be glad to receive correspondence with regard to your needs along this line.

AGERATUM

Strong rooted cuttings.	Per 100	Per 1000
New Riverside. Dwarf.....	\$1.75	\$15.00
Purple Beauty. Dwarf.....	1.75	15.00
Cardinal Mundelein. Dwarf.....	1.50	12.00

TABLE FERNS (SEEDLINGS) IN FLATS

(FOR JUNE DELIVERY)

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

Adiantum Cuneatum	Pteris Rivertoniana
Aspidium Tsussimense	Pteris Serrulata
Cyrtomium Rochfordianum Compactum	Pteris Serrulata Cristata
Pteris Adiantoides	Pteris Tremula
Pteris Alexandrae	Pteris Victoriae
Pteris Argyraea	Pteris Wilsoni
Pteris Magnifica	Pteris Wimsetti
Pteris Cretica Albo Lineata	Pteris Wimsetti Multiceps
Pteris Mayi	

Any of the above varieties at \$3.50 per flat. 10 flats or more at \$3.25 per flat. We cannot supply less than a full flat of a variety.

GERANIUMS

Strong 2¼-inch plant.	Per 100	Per 1000
True Ricards	\$5.50	\$60.00
New Wyona	6.50	60.00

LANTANAS

Always in great favor as a bedding plant.

Aurora. Pink and yellow.	Jacob Schultz. The best red.
Alba Perfecta. Pure white.	La Pleur d'Or. Golden yellow.
Caprice. Pink.	Michael Schmidt. Red orange and yellow.
Craigi. Dwarf red.	Radiation. Brilliant red, center orange yellow.
Comte de Biencourt.	Sensation. Yellow to pink. A trifle taller than Dwarf Beauty.
Dwarf Beauty. Yellow to pink.	Southern. Yellow and pink.
Delicatissima. Orange, shading buff.	Tethy's. Lemon yellow.
Dwarf Bronze.	Weeping.
Golden Plume. Gold to reddish bronze.	
Golden Queen. A shade lighter than "La Pleur d'Or".	

Price of all the above varieties: 2¼-inch, Per 100....\$5.50 Per 1000....\$50.00 (250 Plants at 1000 Rate).

VERBENAS

Verbenas from rooted cutting are much superior to seedings, likewise producing larger flowers as a rule.

Strong rooted cuttings.	Per 100	Per 1000
True Beauty of Oxfords. Cerise.....	\$2.00	\$18.00
True Beauty of Oxfords. Pink.....	2.00	18.00
True Beauty of Oxfords. Lavender.....	2.00	18.00
True Beauty of Oxfords. Scarlet.....	2.00	18.00
New Purple Crossed. Orchid.....	2.00	18.00
NewSchlosser's Pride. Dark red.....	2.00	18.00
Mayflower. Light pink.....	2.00	18.00
Improved Helen Willmott. Salmon.....	2.00	18.00
Scarlet King. Bright red.....	2.00	18.00
Royal Purple	2.00	18.00
Pure White	2.00	18.00

PHILODENDRON, "SILVER SHEEN", A MOST DESIRABLE PLANT FOR RETAIL SALES.



Verbena (Hybrid) Beauty of Oxford Type
(An exceptional Verbena. When produced from cuttings, large flowered).

HARDY PRIMROSES

Developed and Properly Cured for Forcing

(Will Make Ideal Pot Plants)

	Per 10	Per 100
Cashmeriana. Pleasing blue.....	\$1.50	\$10.00
Cortusoides. Deep rose.....	2.00	15.00
Japonica. Crimson, rose, white shades.....	1.50	10.00
Polyanthus Giant Blue	2.00	15.00
Polyanthus Giant Crimson	2.00	15.00
Polyanthus Giant White	1.50	10.00
Polyanthus Giant Yellow	1.50	10.00
Polyanthus Giant Hybrids	2.00	15.00

Cultural Directions—These Primulas will be shipped the first part of January. They should be immediately potted in 4-inch pots and placed in a cold house 34 to 40 degrees and kept moist. The first of February they should be transferred to warmer temperature, 45 to 50 degrees. The soil should never be allowed to dry out; instead, it should be kept moist continuously. These Hardy Primroses will flower to perfection from the 15th of February on and will sell themselves.

PELARGONIUM

"Azalea." Rosy red. Two upper petals darker with blotches and lighter colored lower petals. Free bloomer and very large flowers and clusters. Strong grower. A great favorite with the trade. 2-inch. Per 100.....\$10.00 (If interested in other varieties of Pelargoniums, please write for our special list).

VINCA VARIEGATA

	Per 100	Per 1000
Vines. Strong, 2¼-inch plants.....	\$5.00	\$45.00



Begonia "Marjorie Gibbs"

BEGONIAS

"Marjorie Gibbs," "Melior" and "Lady Mac." Produced by a specialist. 2¼-inch plants for delivery May-June, 1938. Prices on application. Early orders advisable, especially for "Marjorie Gibbs".

The New Double Begonia "Westport Beauty"

A new, outstanding Begonia of semperflorens type, with perfectly double flowers which do not drop.

The large rose-pink flowers are carried in graceful clusters of eight or ten, and are produced in great profusion.

The result of a cross between Begonia multiflora and Begonia semperflorens, "Westport Beauty" is practically ever-blooming. A well-flowered plant may be had in a three-inch pot, while by keeping the buds picked off, it can be grown to six-inch size.

Making an exceptionally pretty pot plant, of easy culture, it will prove invaluable for holiday sales, especially for Mother's Day.

As a bedding plant, "Westport Beauty" tops all other Begonias.

Easily propagated by cuttings, it grows rapidly with no more care than required by bedding Begonias.

Awarded: Certificate of Merit at The Chelsea Show, England, May, 1936.

First Prize at the Dresden Exposition, Germany, 1936.

Price—2½-inch pot plants.

Per 25.....\$6.00 Per 50.....\$10.00 Per 100.....\$20.00

CALCEOLARIAS

From 2¼-inch pots. Fall, 1938, delivery. Produced by a grower who is fully conversant with the "know-how" of producing plants that satisfy.

SENSATION

This is the finest Hybrid Calceolaria ever developed. Its compact, even growth, small glossy foliage and its wide range of colors make it distinctly superior. Per 100.....\$15.00

GOLDEN BRONZE GROUP

A most unusual assortment of colors, including yellow, orange flame, apricot, bronze and golden brown. Grown from cuttings. Per hundred.....\$20.00

THE ROYAL REDS

This is a marvelous assortment of brilliant glowing Reds grown from cuttings. The best Reds ever offered the trade. Per hundred.....\$20.00

Per 100

Valentine Greeting (James). Orange, yellow and red. Very early.....\$12.00

Easter Greeting (James). Good range of colors..... 12.00

Perfect Model Improved (James). Large flowers, fine colors..... 10.00

Goliath (James). Largest flowers, similar to Perfect Model..... 10.00

Barmi 10.00

Feltham Glory. Rust and mahogany shades..... 10.00

MOTHER'S DAY VARIETIES GROWN FROM CUTTINGS

Amalia Rosacker. Early pure yellow.....\$20.00

Stewartii. Canary yellow..... 18.00

Pink Beauty. Strawberry color..... 18.00

Talisman. Talisman color..... 18.00

Golden Gem (Little Gem). Color of Stewartii. Flowers one-third their size.. 18.00

Rosackers Brilliant. Deep red..... 18.00

Rosackers Brilliant. Improved large red..... 18.00

Perfection (James). A real boon to florists. All colors; very strong grower 18.00

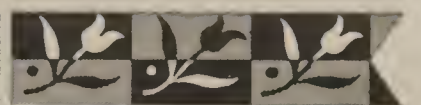
Golden Miniature (James). Heavy clustered with tiny golden flowers.... 18.00

All plants are shipped in paper pots. All shipments made in white pine shipping cases.



**New Double Flowering Begonia
"Westport Beauty"**

BEGONIA'S "MARJORIE GIBBS" AND "MELIOR" ARE NOW THE LEADERS OF THIS TYPE



Philodendron "Silver Sheen"
(Trained on Cork Bark Standard)

MISCELLANEOUS ORNAMENTAL PLANTS



Hahn New Branching Ivy

HAHN NEW BRANCHING IVY

This small-leaved English Ivy has become "A one best seller" with the plant trade throughout the country. Many repeat orders for same during the past year suggest that "Hahn's New Branching Ivy" has become a great favorite with the public—a sample shipment will, we believe, convince you of its value. Easily propagated.

2¼-inch. 100.....	\$10.00	1000.....	\$90.00
3 -inch. 100.....	25.00		
4-inch. 100.....	35.00		
5-inch. 100.....	50.00		

F. O. B. Shipment
Pennsylvania

CHINESE EVERGREEN

A very hardy house plant and quick seller to the public. Try a sample lot of 25 plants. Display them prominently and "see them go."

2½-inch—Per 100	\$12.00
2½-inch (selected)—Per 100.....	15.00

25 at 100 rate

FICUS DOESCHERI

New variegated Rubber; good grower and beautifully variegated. Holds leaves and color.

Mossed rooted layers. Per 100.....	\$17.50	Per 1,000.....	\$150.00
4-inch. Per 100.....	25.00		

A trial order will convince you of its merits.

FICUS ELASTICA "RUBBER PLANTS"

Strong, moss rooted cuttings. This desirable house plant is again coming into favor with the public. (Price on application.)

PHILODENDRON "SILVER SHEEN"

A climbing genus that has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant. A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets. "Silversheen" is a keen improvement over the green-leaved variety "Cordatum", grown in the manner indicated opposite it provides a wonderful and lasting "show plant" for your retail show window decoration, and the smaller plants find a ready sale to the public.

Prices: 2½-inch. Each.....	18c	Per 100.....	\$15.00
3 -inch. Each.....	30c	Per 100.....	25.00
4 -inch. Each.....	40c	Per 100.....	35.00

(50 plants at 100 rate)

PHILODENDRON "CORDATUM"

(Green-leaved). 2¼-inch. Per 100.....\$8.00 Per 1,000.....\$75.00

SPECIAL NOTE: WE ADVERTISE SEASONABLE PLANT ITEMS IN CLASSIFIED PAGES OF THE FLORIST'S REVIEW FROM TIME TO TIME DURING THE YEAR AND BELIEVE YOU WILL FIND IT WORTH WHILE TO OBSERVE THE SAME.—A. B. C.



Poinsettias

"The Better Varieties"

(Spring 1938 Delivery)

Stock Plants of "Supreme" Quality

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

Special Note: A saving for you. On all orders for Poinsettia stock plants placed before March 1st, 1938, freight will be prepaid to New York, Chicago, Philadelphia, Detroit, Cleveland, Cincinnati, Omaha and Kansas City, after which time prices quoted above are F. O. B. shipment, California.

Ruth Ecke

(U. S. Patented)

Ruth Ecke, plant patent No. 242, the best commercial variety, \$20, \$40, \$60 and \$80 per 100, according to size. Sale of 2¼-inch plants of this variety under license agreement will be restricted to \$15 per 100, and \$120 per 1000 for the 1938 season.

Mrs. Paul Ecke. A desirable red pot plant variety.

Per 100.....\$15.00 \$25.00 \$35.00 \$50.00
According to size. (Oversized plants, per 100, \$60.00).

White Poinsettia. Gaining in popularity due to demand for all white flowers. Especially useful for window decorations.

Per 100.....\$15.00 \$25.00 \$35.00 \$50.00
According to size. (Oversized plants, per 100, \$60.00).

Oakleaf, St. Louis, Double Henriette Ecke, Hollywood, Pink, and True Red.

Per 100.....\$15.00 \$25.00 \$35.00 \$50.00
According to size. (Oversized plants, per 100, \$60.00).

POINSETTIAS (Continued)

Barbara Ecke. Bracts are of bright color similar to that of Mrs. Paul Ecke.

Per 100.....\$15.00 \$25.00 \$35.00 \$50.00

According to size. (Oversized plants, per 100, \$60.00).

Improved Henriette Ecke

Ideal for pot plant purposes, has heavier, fleshier bracts, brighter color and grows closer jointed than Henriette Ecke.

Per 100.....\$15.00 \$25.00 \$35.00 \$50.00

According to size. (Oversized plants, per 100, \$60.00).

Paul Ecke, introducer of the new variety, "**Ruth Ecke**", says of it:

"Easy to root, branches freely, does not bruise in delivery, and has better color than Oak Leaf."

(Ecke knows Poinsettias).

SELECTED ROSE PLANTS

(ALL GRAFTED STOCK)

Supplied by Hill Floral Products Co., Richmond, Ind. The high reputation of the Hill firm insures absolutely worth-while quality.

Peerless. U. S. Plant Patent No. 157. (Jos. H. Hill Co.). A red sport of Better Times. 35c each in all quantities.

R. M. S. Queen Mary. U. S. Plant Patent No. 249. (Henry A. Dreer, Inc.). Seedling of Mrs. Sam McGredy x Briarcliff. Suffusion of salmon pink, silvery rose, with chrome yellow at the base of the petals. 35c each in all quantities.

Signet. U. S. Plant Patent No. 199. The Montgomery Co., Inc. Seedling of Premier x Talisman. Deep pink. 35c each in all quantities.

Yellow Dot. Patent Applied For. (Jos. H. Hill Co.). Seedling of Betsy Ross x Rapture. Semi-miniature, 45 petals. Does not grow in clusters, one flower to the stem. Deep orange shading to creamy yellow as flower opens. 30c each in all quantities.

Lestra Hibberd. U. S. Plant Patent No. 156.—30c

Signora. U. S. Plant Patent No. 201.—30c.

Mrs. Franklin D. Roosevelt. U. S. Plant Patent No. 80—30c.

American Pride. U. S. Plant Patent No. 49.—\$30.00 per hundred in quantities of 25 to 250. \$250.00 per thousand in quantities of 250 up.

Happy Days. U. S. Plant Patent No. 144.—30c.

Better Times. U. S. Plant Patent No. 23.—30c.

Chieftain. U. S. Plant Patent No. 150.—30c.

Mrs. Finch Sweetheart Rose—25c.

STANDARD VARIETIES—Briarcliff, Golden Charm, Hollywood, Joanna Hill, Premier Supreme, Sunkist, and Talisman.

\$200.00 per thousand in quantities from 1,000 to 3,750.

190.00 per thousand in quantities from 3,750 to 6,250.

180.00 per thousand in quantities 6,250 and over.

\$25.00 per 100.

*Less than 25 plants of a variety—50c each. 25 plants of one variety at the hundred rate.

*This price of 50c each for less than 25 plants of a variety also applies to all patented varieties.

WHITE MRS. FINCH. (Supplied by Originator), grafted stock per 100, \$30.00; per 1000, \$300.00. Scions, per 100, \$15.00; per 1,000, \$150.00. (Subject to U. S. Patent Agreement).



Glorifying the AMERICAN HYDRANGEA

For 1938 We Introduce

"HELEN MERRITT"

(Patent Pending)

SEEDLING CROSS { La Marne
M. Foch

COLOR { Natural Deep Rose
Treated, Hortense Violet

REASONABLE PATENT RESTRICTIONS

Purchaser allowed to root for his own use as many as he wishes. Not to root for resale, for growing on or forcing. All to be sold in bloom to retail trade or consumer.

ROOTED CUTTINGS, \$25.00 per 100;
2-in. Pots, **\$30.00** per 100; 3-in. pots, **\$35.00** per 100.
(For Spring delivery only). Orders filled in rotation.
NOTE: We also supply Rooted Cuttings and 2-inch Pot Plants
of the better varieties for Spring, 1938 delivery.
(Prices on Application)

HYDRANGEAS

Best French and German Varieties, Produced by a Specialist.
DELIVERY, FALL 1938

Winner of Prizes at Numerous
NATIONAL FLOWER SHOWS
"QUALITY FIRST"

Sizes and Prices:	100
5 inch, 3 to 5 flowering shoots.....	\$ 35.00
6 inch, 5 to 8 flowering shoots.....	50.00
7 inch, 8 or more flowering shoots.....	75.00
8 inch, 10 or more flowering shoots.....	125.00



American, French and German Hydrangeas



Forcing Spiraea (Astilbe)

FORCING SPIRAEA (Astilbe Clumps)

The old-time favorite pot plant for Easter and Mother's Day blooming. Pink and white varieties in best named sorts. Strong clumps. **Price:** Doz...\$3.50 100...\$27.50

Note! It is important that roots be frozen before potting. Grow 90 days for Easter flowering; grow 75 days for Mother's Day flowering.

POLYANTHA, OR "BABY ROSES"

For Easter and Mother's Day forcing. Red and pink varieties. Best forcing kinds.

XXX Forcing Grade.	{	IN BEST NAMED VARIETIES,
XX Forcing Grade.		AS TRIOMPHE ORLEANS, ETC.
(Prices on Application)		

CLIMBING ROSES

XXX Forcing Grade

Eugene Jacquet. Large clusters of bright red double flowers.
Marie Gouchault. Brilliant light red and salmon-pink, etc.
(Prices on Application)

MANNETI—For Grafting. American and English production.

PRIME QUALITY

(We are headquarters for this item and will quote on application).

EARLY ORDERS FOR ABOVE NAMED ITEMS WILL, WE BELIEVE, RESULT TO OUR MUTUAL ADVANTAGE.

Hardy Perennial Plants for The Florist

NURSERYMAN AND SEEDSMAN

Quality Supreme

For many years we have maintained our connections with one of the largest perennial growers, who specializes in growing superior quality plants. During these years we kept close watch of the types that are best suited for the florists, either for planting outdoors for summer cut flower purposes or the proper plants established and cured for forcing purposes.

ASTER FRIKARTI

(Wonder of Staffa)

Lavender-blue flowers from 2 to 2½ inches across, produced from June 1st until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers are excellent for cutting. For spring, well established 2-inch pots. Per 10.....\$2.25 Per 100.....\$18.00

ARTEMESIA "Silver King"

Unquestionably one of the best all around decorative plants. Its bright silver-colored stems and foliage are of great value as a filler for bouquets, sprays, baskets, or all sorts of floral pieces. By cutting and drying the stems it is very valuable in the winter for filler. It is a showy plant in the perennial border or among shrubbery. Height, 30 inches. Per 10.....\$1.00 Per 100.....\$7.00

CHRYSANTHEMUMS

(New Early Korean Hybrids)

The striking features of this set of Koreans is that they flower about two weeks earlier, the range of colors is entirely different and many of them are semi-double. These are very beautiful outdoors in early fall. They can also be developed to make beautiful flowering pot plants for your fall sales.

When you receive our well established 2-inch pot plants they should be shifted into larger pots and pinched. A little later on in the summer they should be pinched again and re-shifted to larger pots. With this method you will develop mammoth plants; many of them will carry five to six hundred flowers to a large pot. Our customers who have developed these in pots for their last fall's trade state that they never in their history in the business saw anything like it and they realized good profits.

Clio. Dwarf compact plant of pleasing habit, producing masses of deep carmine rose duplex flowers.

CHRYSANTHEMUMS (Continued)

Fortuna. Very vigorous plant of medium height and covered with unique curly petaled ox-blood flowers 3 to 4 inches in diameter. Very striking.

Hestia. The nicely formed semi-double flowers are very freely produced on compact bushy plants of medium height. The color is a very delicate rose pink with a white halo around the small yellow disc.

Juno. Very dwarf compact plant, producing an abundance of single flowers opening a coppery red, and fading with age to a salmon flesh.

Niobe. A vigorous, healthy plant of dwarf compact habit. Flowers over 2½ inches in diameter, of a clear glistening white with yellow disc are freely produced, fully covering the plant.

Nysa. A large rather tall upright plant growing 2½ to 3 feet in height and producing a great abundance of single flowers 3 inches in diameter. The color is a very clear rosy lilac.

Psyche. Very dainty 4 to 5 inch single blooms are produced with wiry stems on strong healthy plants of medium height. Color, a clear, lively shell pink.

Sappho. Compact, dwarf plant covered with good sized pure yellow single flowers.

Thalia. A compact bushy plant growing 18 to 24 inches in height. The duplex flowers are of a lively orange shade and excellent form.

Vesta. A plant of medium height and great vigor, literally covered with flowers over 2½ inches in diameter, of a deep golden orange shade, almost a duplex.

All of the above varieties, strong established 2 inch pot plants ready for shipment from the 15th of March on.

Per 10.....\$1.50 Per 100.....\$12.00

NOTE: We have a most complete line of Hardy Chrysanthemums, really up-to-date kinds, supplied from 2-inch plants, at reasonable prices. Write for Free Detailed List. Ready February 15, 1938.



Delphinium "Blackmore and Langdon Hybrid"
Forced in a 9-in. Pot.

For forcing we supply specially treated Delphinium Belladonna and Bellamosum.

DAISY "Double White Swan"

Pure white double flowers on strong wiry stems 24 to 30 inches in length, in bloom for Memorial Day. It is unquestionably the best double cut flower variety for florists cut flower purposes in existence today. For best results outdoors we recommend early spring planting. In addition to the outdoor cut flower value, this plant is also excellent for forcing. Within the last three years there were large quantities of this variety forced in various sections of the country and we have received wonderful reports. The good strong field grown clumps produce quantities of very desirable double white Pyrethrum-like flowers of good size, which find a very lively demand.

For forcing, strong selected field grown clumps:
Per 10.....\$2.00 Per 100.....\$15.00

DELPHINIUM

Delphinium Belladonna. The most continuous blooming of all, never being out of bloom from June first until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers.

Continued on next page

BUDDLEIAS "CHARMING" AND "HARTWEGI" PROVIDE EXCEPTIONAL CUT FLOWERS. (SEE INSIDE BACK COVER).

Hardy Perennial Plants for The Florist (Continued)**New Chrysanthemum "Achievement"****DELPHINIUM BELLADONNA
(Continued)**

2-year field grown, especially selected for forcing: Per 10....\$1.50 Per 100....\$12.00
 1-year field grown, especially selected for forcing. Per 10....\$1.25 Per 100....\$8.00
 1-year field grown, suitable for outdoor planting for cut flower purposes.
 Per 10.....\$1.00 Per 100.....\$7.00

Delphinium Bellamosum. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth, freedom of bloom, but with intensely rich, deep blue flowers. 2-year field grown, especially selected for forcing:

Per 10.....\$1.50 Per 100.....\$12.00
 1-year field grown, especially selected for forcing:
 Per 10.....\$1.25 Per 100.....\$8.00
 1-year field grown, suitable for outdoor planting for cut flower purposes.
 Per 10.....\$1.00 Per 100.....\$7.00

Delphinium Blackmore and Langdon Hybrids. It is still considered the leading strain of Hybrids by critical growers. Provides a range of colors well divided in the pale shades of Indigo with a strong run of the most delicate shades of rose, double and single. 2-year field grown, especially selected for forcing:

Per 10.....\$2.00 Per 100.....\$15.00
 1-year field grown, especially selected for forcing:
 Per 10.....\$1.75 Per 100.....\$12.00
 1-year field grown, suitable for outdoor planting for cut flower purposes:
 Per 10.....\$1.50 Per 100.....\$10.00

NEW HARDY CHRYSANTHEMUM**"Achievement"**

This variety is especially adapted for pot plants, also for an excellent showing outdoors. It has the characteristics of Amelia in its habit of growth but it is a Pompon variety, the color being a beautiful shade of bronze. It is double to the center and as it fades out it takes on a pinkish cast. This is an exceptionally early variety, the terminal buds coming into bloom September 5th, which is about 30 days ahead of Amelia or Pink Cushion. Achievement is the last word in an early flowering garden variety of Chrysanthemum and it has wonderful possibilities. It is without question the most beautiful dwarf Hardy Chrysanthemum in existence today.

Price: Per 10.....\$3.00 Per 100.....\$25.00 Per 1000.....\$225.00

DICENTRA (Bleeding Heart)

Spectabilis. With maiden hair fern-like foliage and with graceful stems hanging full of little heart-shaped flowers, Dicentra

Spectabilis provides a most desirable pot plant for St. Valentine's Day and Easter sales. About 60 days are required to bring them into bloom. Start at 45 degrees and advance to 55 degrees. Large forcing roots: Per 100.....\$25.00
 Medium forcing roots: Per 100.....20.00
 (25 at 100 rate.)

FUNKIA

Undula Variegata. Potted about February they will in a few weeks provide most attractive pot plants. The handsome white and green foliage makes this Funkia ideal for use in combination pots and boxes for Easter, etc. Per 10.....\$1.50 Per 100.....\$10.00

EUPATORIUM

Coelestinum (Hardy Ageratum). A fine perennial closely resembling the Ageratum, flowers a lavender blue, flowering from August to frost. A fine perennial for florists' use. 12 to 24 inches. Per 10....\$1.00 Per 100....\$7.00

GYPSOPHILA

Gypsophila Bristol Fairy. Our plants were grafted during the summer months, established in 2-inch pots, rested in cold frames and shifted to 3-inch pots the first of January. They will be in excellent condition for shipments for outdoor planting from the first of April on. The above methods of handling assure you of receiving a superior type.

Strong 3-inch pot plants: Per 10.....\$2.00
 Per 100.....15.00
 Exceptionally nice field grown roots:
 Per 10.....\$2.50 Per 100.....20.00

GYPSOPHILA (Continued)

Gypsophila Repens Bodgeri. This plant is enjoying an ever increasing popularity. Since it is an ever-bloomer, it is possible to cut flowers with 8 to 12 inch stems throughout the entire summer, very often when other Gypsophilas are off crop. Bodgeri is also a very pretty little border plant, producing double white flowers which later turn to shell pink. Well established 2-inch pots:

Per 10.....\$1.50 Per 100.....\$12.00

Gypsophila Rosy Veil. A novelty of European introduction, similar in habit to Bodgeri, but with flowers of a somewhat more pronounced pink color. Well established 2-inch pots:

Per 10.....\$2.00 Per 100.....\$15.00

HELENIUM

"Riverton Gem." Old gold suffused with bright terra cotta, changing to wall-flower red. Makes a beautiful contrast in floral pieces with other late summer flowers. Grows to a height of 3 to 4 feet and blooms from August until October.

Per 10.....\$1.50 Per 100.....\$10.00

LYTHRUM

"Roseum Superbum." Bright rosy-red flowers are produced on 3-foot stems during August and September. They are very attractive when used in connection with other flowers during the late summer months.

Per 10.....\$1.50 Per 100.....\$10.00

LIATRIS

"Spicata." Grows to a height of 24 to 30 inches, producing violet-red flowers on spikes from 12 to 15 inches in length. It flowers about three weeks earlier than any other Liatris. It is very attractive when used in arrangements with Delphinium Belladonna or other seasonable flowers.

Per 10.....\$1.50 Per 100.....\$10.00

GREENHOUSE CHRYSANTHEMUMS, COMPLETE LIST, WITH DATES OF BLOOMING, MAILED FREE



Hardy Perennial Plants for The Florist (Continued)



New Gypsophila "Bodgeri"

PHLOX

"Miss Lingard." Pearly white flower, with delicate pink eye. Very remarkable bloomer, producing two or three crops of flowers during the season; indispensable as a cut flower for florists' use. It is the best early White Phlox known. Strong established 2-inch pot plants: Per 10.....\$1.50 Per 100.....\$10.00

"Pink Lingard." In character this is exactly like the well known Miss Lingard. In the three years that we have grown it, we have never noticed any mildew or disease of any type attacking this wonderful new Phlox. It should be grown together with the well known white sort as it makes a wonderful companion. The flower heads are immense in size and due to its desirable shade, it blends in wonderfully well with almost anything that you may have in flower at that time. It is an excellent cut flower. 2-inch pot plants, strong established.

Per 10.....\$1.50 Per 100.....\$10.00

PYRETHRUMS

(Named Varieties)

Pyrethrums are too well known. Therefore, it is not necessary to go into detailed descriptions. However, we cannot help but stress the point that the real good double and semi-double varieties will be considered unusual for a long time. For cutting purposes Pyrethrums

PYRETHRUMS (Cont.)

are in a class by themselves and they are always striking in the better types of floral decorations. The following varieties are not too plentiful today. Therefore, we advise that you make early reservations. While we have fair quantities, we do not expect that we will have enough to run through the entire spring shipping season.

Buckeye. A strong grower producing large double red flowers on stems 24 to 30 inches in length. 2-inch pots:

Per 10..\$2.00 Per 100..\$15.00

Miami Queen. A strong grower producing semi-double pink flowers of a very desirable shade. 2-inch pots:

Per 10.....\$2.00 Per 100.....\$15.00

Trojan. A strong grower. A very lovely semi-double dark pink. 2-inch pots.

Per 10.....\$2.00 Per 100.....\$15.00

Huntington's Scarlet. A strong grower; the finest single scarlet with a touch of gold in the center. Due to their exceptionally large size, the flowers are very striking and attract attention. We consider this variety so outstanding that it really deserves a place among the better Pyrethrums. 2-inch pots:

Per 10.....\$2.00 Per 100.....\$15.00

Princess Margaret. A strong grower, semi-double. Anemone flowered with crested center. Color is a bright clear pink, very desirable. 2-inch pots:

Per 10.....\$2.00 Per 100.....\$15.00

Rose Glory. Strong grower, a beautiful deep rose, double of medium size. 2-inch pots:

Per 10.....\$2.00 Per 100.....\$15.00

PHYSOSTEGIA

"Grandiflora Vivid" (Tall Type). Similar in color to the well known Grandiflora Vivid except that this variety grows to a height of 30 inches. The flower spikes are also larger and the color a little more striking. It continues to bloom throughout the entire months

PHYSOSTEGIA (Continued)

of July and August. In floral arrangements this variety stands out. Due to its desirable color it blends in well with other flowers. This is really a worthwhile Physostegia.

Per 10.....\$1.50 Per 100.....\$10.00

TRITOMA

"Pfitzeri." The rich orange flowers are always in big demand on the cut flower markets. We have never known any surplus of real good Tritomas. If grown in fairly rich soil, a plant will produce several first class quality flowers. Tritomas should be included in every planting of summer cut flowers.

Per 10.....\$1.50 Per 100.....\$10.00

VERONICA

"Blue Fay." Grows to a height of 18 inches, producing light blue flower spikes on 18 inch stems. This Veronica is very attractive, due to its color, which works in wonderfully well with flowers during the month of September.

Per 10.....\$1.50 Per 100.....\$10.00

Buddleias
"Charming"
and
"Hartwegi"

Listed on

INSIDE BACK COVER
OF THIS BOOK

Provide "De Luxe" Cut Flowers
As Well as
Being Most Desirable

For Display in the
Hardy Garden

SPECIAL NOTE

Our complete Hardy Plant Catalogue containing everything worth while in Perennial Plants for Cut Flower Production and Garden Show will be published February 15, 1938. If interested, write for a Free Copy of this valuable book of "Profit Providing" Perennials for the Florist, Nurseryman and Seedsman.—A. B. C.

Clean Plants Will Produce Clean Stock

ALUMINUM SULPHATE

Used by growers for turning Hydrangeas blue.

5 lbs.	\$0.40
10 lbs.60
25 lbs.	1.15
50 lbs.	1.90
100 lbs.	3.50

ARSENATE OF LEAD

For spraying or dusting. A poison for controlling most leaf-eating pests.

1-lb. cans. Each.....	35c	Dozen.....	\$ 3.00
4-lb. bags. Each.....	75c	Case of 6 ...	4.00
100-lb. drums			16.00
500 to 1,900 lbs. Per 100 lbs.....			15.50
1 ton or more. Per 100 lbs.....			15.00

"BLACK ARROW" INSECT DUST

A Pyrethrum Dust—Non-Poisonous. No. 5000 for Greenhouses. No. 2700 for Mushroom Growers.

	No. 2700	No. 5000
10 lbs.	\$ 3.40	\$ 2.70
25 lbs.	6.75	6.25
50 lbs.	13.00	11.50
100 lbs.	25.00	21.00

Very effective, and economical to use.

"BLACK LEAF 40"

Nicotine Sulphate—for commercial use.

5-lb. tin	\$ 5.85
10-lb. tin	10.60
50-lb. drum	45.00

FOR COUNTER RE-SALE—

	Each	Dozen
1-oz. bottles	\$0.35	\$ 2.67
5-oz. bottles	1.00	8.00
1-lb. bottles	2.10	18.60
2-lb. tins	3.10	27.75

BORDEAUX MIXTURE—Dry

A very effective fungicide for control and prevention of mildew, blight, scab, black rot, and leaf curl. Also most fungous diseases on plants, fruits, etc.

1-lb. cans. Each.....	30c	Dozen.....	\$ 2.50
4-lb. bags. Each....	65c	Case of 6 bags...	3.30
100-lb. drum. Each.....			11.00

CORROSIVE SUBLIMATE

(Mercuric Chloride)

A very effective bulb disinfectant, especially prepared to control Gladiolus Thrips.

1 lb.	\$1.95
5 to 24 lbs. Per lb.....	1.90
25 to 99 lbs. Per lb.....	1.85
100 lbs. or more. Per lb.....	1.80

Solution—1 lb. to 96 gallons water.

CUPROCIDE—Red Copper Oxide

1-lb. tins. Each.....	\$ 0.90
5-lb. tins. Each.....	3.75
20-lb. tins. Each.....	14.00
50-lb. tins. Each.....	30.00
200-lb. drums. Each.....	90.00

THIS IS A PARTIAL LIST
For Fertilizers and Complete Line,
refer to our *catalog* of
AMERICAN FLORIST SUPPLY CO.
Copy mailed free on request

CYANO GAS—"G" Fumigant

(Calcium Cyanide)

A deadly, very effective fumigant for control of anything that breathes. Will destroy rodents as well as insects. Full directions on each can. Follow directions closely.

5-lb. can. Each.....	\$ 3.00
25-lb. can. Each.....	10.00
100-lb. can. Each.....	25.00

CYANO GAS—"A" Dust

For the destruction of rats, moles, gophers, etc.

1-lb. cans. Each.....	\$0.75
5-lb. cans. Each.....	3.00

"FORMALDEHYDE DUST"—Ansul

For control of "Damping Off" of seedlings. Also a disinfectant against soil diseases.

1-lb. tin. Each.....	\$0.75
5-lb. tin. Each.....	2.00
25-lb. drum. Each.....	5.50
50-lb. drum. Each.....	9.00

(Please include postage)

LETHANE—440

A highly concentrated and very effective insecticide for control of both chewing and sucking insects. Now being used successfully for mealy bug.

Quarts. Each	\$ 3.00
Gallons. Each	8.50
5 gallons. Each.....	35.00
10 gallons. Each.....	60.00
15 gallons. Each.....	90.00
30 gallons. Each.....	150.00
50 gallons. Each.....	250.00

LETHANE SPREADER

Gallon tins. Each.....	\$1.50
5-gallon tins. Each.....	6.50

MULTICIDE SPRAY—New

A non-poisonous, Pyrethrum spray, containing activator and soap spreader in proper proportion.

1-quart tins. Each.....	\$ 2.50
1-gal. tins. Each.....	9.50
5-gal. tins. Each.....	42.50
10-gal. drums. Each.....	82.00
30-gal. drums. Each.....	214.50
53-gal. drums. Each.....	363.00

NAPHTHOLINE FLAKES

10 lbs.	\$ 1.35
25 lbs.	3.25
50 lbs.	6.25
100 lbs.	12.00

PARIS GREEN—Powder

Very poisonous and very effective for chewing insects.

1-lb. bag	\$0.45
5-lb. tin	2.00
14-lb. tin	5.00

NICO-FUME—Liquid

Free Nicotine 40% for Spraying and Fumigating.

1-lb. tin. Each.....	\$ 2.25
4-lb. tin. Each.....	5.75
8-lb. tin. Each.....	10.00
40-lb. drum. Each.....	44.00

Note: 4-lb. tin approximately ½ gallon.
8-lb. tin approximately 1 gallon.

NICO-FUME PRESSURE FUMIGATOR

	½-lb. Cans	1-lb. Cans
1 can	\$0.45	\$0.75
6 cans	2.40	3.75
12 cans	4.20	7.00

NICO-FUME POWDER

Lights quickly. Burns evenly. No waste.

10-lb. tin. Each.....	\$5.85
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DEVIL DUST

(Formerly "LutZite") (Dusting Powder)

10 lbs.	\$ 3.25
25 lbs.	7.00
50 lbs.	12.50
100 lbs.	24.00

For Gladiolus Thrips—absolute control if properly used.

"RED ARROW" SPRAY

A very effective spray for both chewing and sucking insects. Contains proper proportion of Soap spreader and activator.

4-oz. bottles. Each....	\$1.00	Dozen....	\$ 8.00
Pint bottles. Each.....			2.70
Quart cans. Each.....			3.60
Gallons. Each.....			9.70
Case of 6—1-gallon cans.....			52.50

SELOCIDE

Manufactured especially for the control of Red Spider. Follow directions closely.

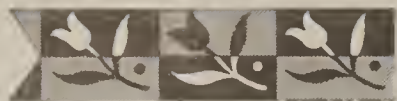
1-qt. tins. Each.....	\$ 1.10
1-gal. tins. Each.....	3.00
5-gal. tins. Each.....	13.50
10-gal. drums. Each.....	24.50
30-gal. drums. Each.....	58.50
50-gal. drums. Each.....	85.75

Freight allowed on all shipments of 10 gallons or more.

"VOLCK"

A Nursery and Greenhouse Oil Spray.

Quart can. Each.....	\$ 0.75
Gallon can. Each.....	2.00
5-gallon drum. Each.....	6.25
14-gallon drum. Each.....	14.00
28-gallon drum. Each.....	25.20
54-gallon drum. Each.....	43.20



Staple Items the Grower Needs

GLASS CLEANER "DAY-BRIGHT"

Day-Bright will not injure paint or putty. It will leave the glass clean and free of grease and dirt. One gallon will clean 600 square feet.

1-Gallon Jugs—Weight 17 lbs. Each.....	\$1.50
2-Gallon Jugs—Weight 33 lbs. Each.....	2.95
3-Gallon Jugs—Weight 51 lbs. Each.....	4.20
5-Gallon Jugs—Weight 85 lbs. Each.....	6.50
10 Gallons or more. Per gallon.....	1.20

POT, GARDEN AND TREE LABELS

POT LABELS— $\frac{5}{8}$ Inch Wide

	Quantity per carton	Weight per carton	—Per 1,000— Plain Painted	
4-inch	1,000	3½ lbs.	\$1.60	\$2.00
5-inch	1,000	4¾ lbs.	1.80	2.20
6-inch	1,000	5½ lbs.	2.00	2.50
8-inch	500	4 lbs.	2.50	3.00
10-inch	500	5 lbs.	3.00	4.00
12-inch	500	6 lbs.	4.00	5.00

We do not break the cartons.

GARDEN LABELS

	Quantity per carton	Weight per carton	—Per 1,000— Plain Painted	
8x $\frac{7}{8}$ inch....	250	2¾ lbs.	\$4.00	\$5.00
10x $\frac{7}{8}$ inch....	250	4 lbs.	5.00	6.00
12x1½ inch....	100	2¼ lbs.	7.00	8.50

We do not break the cartons.

TREE LABELS

3½" long, $\frac{5}{8}$ " wide. Copper wired. Packed 1,000 to a carton. Weight, 4 lbs.
1,000—Plain.....**\$1.80** Painted.....**\$2.30**

We do not break the cartons.

NEPONSET POTS—Red or Black

Strong, waterproof paper pots for transplanting or shipping. Light in weight but very strong and durable. Shipped either from Chicago or East Walpole, Mass.

We do not break the cartons.

Weight per Case	Red for Shipping	Green for Growing
2" —10 lbs.—Case of 1,000....	\$2.85	\$5.00
2¼" —12 lbs.—Case of 1,000...	2.90	5.50
2½" —16 lbs.—Case of 1,000...	2.95	5.95
3" —24 lbs.—Case of 1,000...	3.80	6.95
3½" —34 lbs.—Case of 1,000...	4.95	8.55
4" —23 lbs.—Case of 500...	3.05	4.95
5" —37 lbs.—Case of 500...	4.10	7.50
6" —51 lbs.—Case of 500...	5.40	9.75

RAFFIA—Natural Finest Imported

2 to 4 lbs.—Per lb.....	35c
5 to 9 lbs.—Per lb.....	30c
10 to 49 lbs.—Per lb.....	25c
50 to 99 lbs.—Per lb.....	22c
100 to 200 lbs.—Per lb.....	19c
225 lb. Bales—Per lb.....	17c

RAFFIA—Green Dyed

1 to 9 lbs.—Per lb.....	65c
10 to 24 lbs.—Per lb.....	60c
25 lbs. or more—Per lb.....	55c

COTTON TWINE—3-ply or 4-ply

5-lb. sacks, 30 balls to sack. Per sack.....**\$1.95**

**THIS IS A PARTIAL LIST
For Fertilizers and Complete Line,
refer to our catalog of
AMERICAN FLORIST SUPPLY CO.
Copy mailed free on request**

STAKES

CANE STAKES—f. o. b. Chicago

We import these in carload lots and usually are in position to supply same the year 'round. Hot water treated before being dyed, and which prevents fungus and premature decay.

DYED GREEN—2,000 per Bale.

1½ ft.—Bale..	\$3.00	100..	\$0.40	1,000..	\$2.25
2 ft.—Bale..	4.00	100..	.60	1,000..	2.75
2½ ft.—Bale..	5.00	100..	.70	1,000..	3.25
3 ft.—Bale..	6.00	100..	.85	1,000..	3.65
3½ ft.—Bale..	7.00	100..	1.00	1,000..	4.75
4 ft.—Bale..	8.50	100..	1.10	1,000..	5.65

NATURAL COLOR ONLY

5 ft.—Bale..	\$12.50	100..	\$1.20	1,000..	\$7.00
6 ft.—Bale..	14.50	100..	1.30	1,000..	8.50

SPLIT BAMBOO—Plant Stakes

	Shipping Wt. (per 1,000)	1,000	5,000
12-inch	8 lbs.	\$1.20	\$5.75
18-inch	14 lbs.	1.65	7.95
24-inch	18 lbs.	2.00	9.50

HYACINTH STAKES

Wooden, Round-Pointed.

	Shipping Wt. (per 1,000)	1,000	6,000
5-inch	3 lbs.	\$0.65	\$ 3.60
12-inch	6 lbs.	1.40	7.80
18-inch	9 lbs.	1.90	10.40

STAKE FASTENERS—"Everlasting"

Packed 500 to box.

1 to 9 boxes—Each.....	\$1.25
10 boxes or more—Each.....	1.10

Constructed of heavy galvanized iron wire. Can be used with either steel stakes or bamboo stakes.

PLANT TIES—"Lightning" Wire

1,000 to the box. Per box.....	\$2.00
5 or more boxes—Each.....	1.80

Shipping weight per 1,000, 2 lbs.

MOSS—Sphagnum

Carefully selected. Finest quality. Free from sticks and other refuse. Gathered from the finest swamps. Full size bales. Approximately 48"x16"x14". Weight, per bale, approximately 20 to 22 lbs.

	F.O.B. Chicago	F.O.B. Woods
1 to 9 bales—Each.....	\$1.00
10 to 24 bales—Each.....	.95	\$0.80
25 to 49 bales—Each.....	.93	.78
50 to 99 bales—Each.....	.90	.75
100 or more bales—Each.....73

GLAZING STAPLES

No. 2 for single thick glass. Approximately 900 in 1-lb. box.

Lb.—Each...**60c** 10 lbs. or more—Each...**55c**

No. 2½ for double thick glass. Approximately 800 in 1-lb. box.

Lb.—Each...**60c** 10 lbs. or more—Each...**55c**

GLAZING POINTS—Straight

$\frac{5}{8}$ "—Approximately 1,500 to 1-lb. box.

$\frac{7}{8}$ "—Approximately 1,000 to 1-lb. box.

Box—Each...**50c** 10 or more boxes—Each...**45c**

THERMOMETERS

No. 5440 THERMOMETER

Accurate, low priced. Black.

Each.....**35c** Dozen.....**\$3.90**

No. 5127 "UTILITY" THERMOMETER

Metal. Enameled white background. Black letters. Red mercury. Easy to read. Very accurate.
Each.....**\$1.00** Dozen.....**\$11.00**

No. 5981 HOTBED THERMOMETER

Wooden body. Steel pointed tip. Very accurate.
Each.....**\$3.25** 3 for.....**\$9.30**

No. 5454 MAXIMUM AND MINIMUM THERMOMETER

Floating steel discs tell the lowest and highest temperatures during absence. Reset with a magnet. Complete.....**\$4.25**

KNIVES

No. 4495 *AFS* SPECIAL Two Blades

Each....**85c** 3 for....**\$2.25** Dozen....**\$8.50**

No. 778—IMPORTED "HENCKEL" KNIFE

Finest steel—black handle. Single grafting blade. Special Price, Each.....**\$1.00** 3 for....**\$2.85**

No. 1245 KNIVES

Straight, single grafting blade, wooden handle. Finest grade steel.
Each....**60c** 3 for....**\$1.75** Dozen....**\$6.60**

No. 1535 KNIVES

Single blade. Has a ring for a chain.
Each...**\$1.00** 3 for...**\$2.75** Dozen...**\$10.50**

PRUNING SHEARS HENCKEL'S IMPORTED

No. 190—7½-inch. Each...	\$3.00	3 for...\$	8.75
No. 200—8½-inch. Each...	3.50	3 for...	9.75
No. 210—9½-inch. Each...	3.95	3 for...	11.20

TWO VALUABLE NEW CUTFLOWER BUDDLEIAS

BUDDLEIA HARTWEGI

(A 1937 Introduction)

Buddleia vies with Delphinium for first place in the hardy cutflower perennial family. While Buddleias have always held a prominent position in the category of hardy plants, it is only since the introduction of the newer kinds of same that this valuable family has "come into its own." The two latest introductions now outshine all previous and should be cultured freely.

Buddleia Hartwegi (1937 Introduction) as a summer cutflower plant and as an ornamental lawn shrub is very worthwhile. The large, bright lavender panicles have remarkable substance and harmonize in arrangement with other summer flowers. The flowers do not "sunburn," and the tip flowers on the panicle open before the basal flowers have faded. The individual flowers are closely spaced on the panicles, imparting a compact and pleasing appearance. The foliage is very heavy and is rich dark green.

Price: 2 1/4-inch Pots, \$2.00 per 10. Per 100, \$15.00. (25 plants at 100 rate).

DREER'S NEW PINK BUTTERFLY BUSH "CHARMING"

(A 1938 Novelty)

The flowers in open sunshine are as near a pink as the Paul Neyron Rose, and they come into bloom making a solid round head, opening full length. In every way, "Charming" is a very striking Buddleia.

Under electric lights it is distinctly beautiful when used with other flowers. Due to its clear pink color, in basket work or the larger types of floral designs it can be used as the main flower and most any other small flowers can be used for trimming. It blends beautifully with practically everything. We suggest the pinching off in July of the first flower spikes showing, to aid the development of side shoots, which will bring better flowers later in the



New Cutflower Buddleia Hartwegi

season. (This also applies to Hartwegi). Price: 3-inch pot plants, Doz., \$4.00. Per 100, \$30.00. 2-inch pot plants (for lining out), per 100, \$18.00. Per 1000, \$150.00.



New Schizanthus "Mother's Favorite"

NEW SCHIZANTHUS

(Butterfly Flower)

"Mother's Favorite"

(Illustrated at the Left)

"Mother's Favorite" is "tops" as a pot plant for Mother's Day and spring sales. Also of exceptional value for cut flowers, this new strain is in a class by itself. A high temperature is not required for Schizanthus, even in the winter months. For early blooming sow August-September.

Note below what Holm & Olson, the well known retail florists and growers of St. Paul and Rochester, Minn., think of this grand, new Schizanthus "Mother's Favorite."

Rochester, Minn., June 22, 1937.

American Bulb Co., Chicago

In regard to the Schizanthus, we have grown "Mother's Favorite" very successfully as a pot plant. Seeded about the middle of January, planted in 2 1/4-inch pots, and when ready pot three in a 7-inch pan, and this makes a very fine plant for Mother's Day. These are rapidly becoming very favored by the public, as they, even under such unfavorable conditions as in a hospital, develop to the last bud and present a mass of blooms that last for weeks.

If seeded in early December they will be ready to bear April 1. I am sure it is a very valuable addition to our spring pot plants.

Very truly yours,

(Signed) HOLM & OLSON CO.,

Per H. Thompson, Mgr.

Price—Mixed Colors: Tr. Pkt. . . . \$1.25 3 Tr. Pkts. . . . \$3.00

CHICAGO

AMERICAN BULB CO.

NEW YORK

DEPEND ON AMERICAN BULB COMPANY FOR YOUR GLADIOLUS NEEDS



Picardy
The "Queen" of all Gladiolus

Special Note: "Picardy" is equally as valuable for forcing as outdoor culture.

"PICARDY"

The "Queen" of the Gladiolus Family

Ours is the original strain—the dark salmon-apricot color that has carried "Picardy" to the all-time top for cutflower Glads. Immense flowers on long spikes. The most amazing blooms in the flower world today, acclaimed by the trade, and public as well, as the "ideal" Gladiolus both for exhibition and cutflowers.

"CONSENSUS OF OPINION"

We Believe That the Following Expresses the Sentiment of the Trade at Large With Regard to the Queen of Gladiolus
"PICARDY"

(Excerpt from "The Florists' Review" Issue of October 21st, 1937, Entitled "Comments of a Country Florist")

"There are few greenhouse owners who do not grow at least a part of the gladioli they need. I do not know of any end of the growing game that is more fascinating. I must concede leadership in the commercial line to Picardy for a salmon pink, and probably Minuet as a lavender pink and Dr. Bennett as a good red. All over the country for two or three years now Picardy has been almost the only large salmon pink gladiolus in the market. Everybody seems to want it. Having immense spikes, with the greater part of the whole spike open at one time, it is gorgeous in the extreme."

Special low prices for True Northern Grown "Picardy" bulbs, clean and healthy:

	Per 100	Per 1000
1st size, 1½ inch and up.....	\$2.10	\$16.00
2nd size, 1¼ inch and up.....	1.80	13.00

25 bulbs at 100 rate. 250 at 1000 rate. Write for prices on quantities. When many other varieties "went begging" in various markets the past season, "Picardy" maintained a good price value.